TECHNOLOGY DEPT

SEPTEMBER 28, 1953

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Starts on Page 107

22ND year
THE NEWSWEEKLY OF RADIO AND TV

PUBLIC LIBRARY
SEP 28 1953
DETROIT

24 YEARS of PUBLIC SERVICE

"STILL DOING THE REAL JOB FOR THE ADVERTISER"

OF SELLING POWER

THE JAMES G. GILL CO., INC. DOES A COMPLETE JOB...

SO DO HAVENS AND MARTIN, Inc. STATIONS . . .

WMBG
WCOD
WTVR

For 51 years the James G. Gill Company has been serving its customers with "Gill's Hotel Special Coffee." The business began in a small shop in Norfolk, Virginia, shown above. Its present day modern equipment is standing evidence that its owners know their business well.

The ever expanding services of the Havens & Martin, Inc. Stations speak well for its owners too. Pioneers in radio, then FM and TV, they established the only complete broadcast institution in Richmond. WMBG, WCOD, and WTVR always have been, and are today, the first-choice stations of listeners and advertisers alike. Try them yourself and see why!

FIRST STATIONS OF VIRGINIA

WMBG AM WCOD FM WTVR TV

Havens & Martin Inc. Stations are the *only* complete broadcasting institution in Richmond.
Pioneer NBC outlets for Virginia's first market.
WTVR represented nationally by Blair TV, Inc.
WMBG represented nationally by The Bolling Co.

XUM

165,000 WATTS

+ CIRCULATION FIGURES *that make sense*

+ LOWEST RATES

= CHANNEL 33

your best buy in the Reading, Pa., market!

	In Grade A Contour	In Grade B Contour
UHF Equipped Homes—	**37,191**	**54,633**

UHF homes as of Aug. 1, 1953 . . . Based on NBC Research figures for Berks County. Remaining county figures based on signed statements from survey among 300 dealers and service organizations engaged in TV installations.

* POPULATION —	Grade A Contour	1,208,397	Grade B Contour	2,437,365
FAMILIES —		343,952		775,509
TV HOMES —		259,000		551,724
RETAIL SALES —		$1,250,664,000.		$2,493,396,000.

* *TV homes estimated from county totals May 1, 1953—NBC Research. Population, Families, Retail Sales (estimated) from Broadcasting • Telecasting Marketbook, 1953. (Philadelphia market not included).*

ENGINEERED FOR DOMINANCE

NBC - ABC NETWORK AFFILIATION

HAWLEY BROADCASTING COMPANY

NATIONAL REPRESENTATIVES
HEADLEY-REED TV
Television Station Representatives

THOMAS E. MARTIN
Exec. V. Pres., Gen. Mgr.
EWART M. BLAIN,
Dir. of Sales

Housewives and Advertisers
love Cosmopolitan Kitchen

WDEL·TV

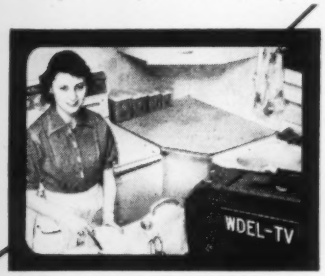
CHANNEL 12

Wilmington, Delaware

Advertisers find Nancy Diehl's Cosmopolitan Kitchen a terrific sales producer. Thousands of enthusiastic buying housewives are loyal viewers—see the show, believe the commercial, buy the products advertised. Whether you buy WDEL-TV through participating spots on Cosmopolitan Kitchen, other vital diversified local programs, or top NBC and DuMont shows, you get enthusiastic sales response in this large, rich area—Delaware, parts of New Jersey, Maryland and Pennsylvania:

	PER YEAR
Retail Sales	$1,054,410,000
Food Sales	263,997,000
General Merchandise Sales	54,272,000
Furniture, Household, Radio Sales	27,453,000
Drug Sales	56,225,000

Take advantage of this opportunity to increase your sales profitably, economically. Buy WDEL-TV.



In its Fifth Year of Operation

WDEL AM TV FM Stelman Station

Represented by **MEEKER**

NBC TV AFFILIATE

New York Chicago Los Angeles San Francisco

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

closed circuit

WILLIAM WEINTRAUB Co., N. Y., last week was querying tv stations in smaller markets as to whether they would accept *Revlon Theatre* film series, MCA package to which Weintraub holds first rights, on this basis: (1) Carry it under Revlon sponsorship on alternate weeks without pay; (2) on other weeks get it free for sale to local or national advertisers. Revlon currently sponsors program on 52 CBS-TV stations every other week. Weintraub executive explained to B•T that one station manager's suggestion that series be made available to stations free on non-Revlon sponsored weeks started string of queries to other stations.

★ ★ ★

BIG political mystery these days is what's happened on FCC vacancy, created three months ago with expiration of term of Paul A. Walker, Oklahoma Democrat. Last official word was that Republican Committee had cleared Robert J. Dean, KOTA Rapid City, S. D., but it afterward got hung up at White House and presumably is still in that state. Mr. Dean hasn't given up hope but there are other names too. Newest name heard is Robert E. Lee, 41, of Illinois, expert on House Appropriations Committee, who reportedly has strong Republican backing. Other names in running include Paul Hawkins, young Washington attorney, formerly assistant to Sen. Butler (R-Neb.); Robert T. Mason, WMRN Marion, Ohio, and Robert Owen, KOA Denver.

★ ★ ★

ANA COLOR TV showing last week (see story page 29) was by direct order of RCA-NBC Chmn. David Sarnoff, who overrode objections of his staff executives who wanted to hold up until after formal color demonstration for FCC Oct. 15. Relay to Chicago was by microwave and worked without hitch.

★ ★ ★

REPUBLICAN patronage appointments to FCC staff (examiners, attorneys, etc.) being checked at Republican National Committee under new standard operating procedure for all government agencies. Figuring prominently on clearances at FCC is not only GOP Chmn. Hyde but also Wisconsin Republican John C. Doerfer, FCC's newest member, who gradually is assuming stronger voice in FCC affairs.

★ ★ ★

JAMES E. SCHWENCH, vice president and account executive, Schwab & Beatty, N. Y., resigning to become president of Paul Grant Inc., Chicago. Mr. Grant to become chairman of agency's board, effective early in October. Banker's Life & Casualty account, resigned by Schwab & Beatty several months ago, has named Grant as its new affiliation. Switch in accounts is just coincidental with Mr. Schwench's move, S & B executive told B•T.

★ ★ ★

AFTER MANY months of staff scrutiny, FCC promptly will resume consideration of what to do about specialized fm services (Storecasting, now almost morabund Transitcasting, Functional Music and related "beep" services). Best guess is that some method of reclassification (with lower power) to accommodate most of services will be evolved without establishing new type of service under regulation. Multiplexing also may be authorized.

★ ★ ★

WURRA, wurra, color wurra. NTSC thought it had site for demonstrations Oct. 15 for FCC pretty well set at Homestead Hotel in Kew Gardens, Long Island, but found hotel couldn't provide enough space, power, phone facilities, for direct communication with studios and transmitters, nor right location for uhf (it's in hollow). Western Union Bldg., in New York, next best bet, but Friday site-finding committee (Dr. Robert M. Bowie, Sylvania, chairman) turned it down too: multipath problems. Midtown hotels, seemingly logical choice, unable to provide sufficient space for sufficient time (installation of equipment requires five days). RCA has offered Centre Theatre, which has all facilities and good location, but NTSC site-hunters feel tests should be on neutral territory.

★ ★ ★

EXPRESSION of official attitude on freedom of speech in radio and tv, as well as printed journalism, may come if President Eisenhower accepts invitation of Radio-Television News Directors Assn. to address Washington convention Oct. 26-28.

★ ★ ★

WILL FCC exercise its flexible authority under tv expediting procedure by promptly selecting hardship or "manifest injustice" cases for quick hearing? This issue has been tossed around at Commission meetings virtually since adoption of new order Aug. 24. Outlook now is since most of critical areas should be reached within next few weeks anyway, it might follow normal procedure for present. Such cities as Memphis, Miami, Spartanburg, Orlando, St. Louis, Pittsburgh had been dubbed "hardship."

★ ★ ★

RELEASE OF OLD Samuel Goldwyn movies to tv soon is possibility since meetings in Hollywood last week between Goldwyn and top company executives. Block of theatrical films was transferred to Mrs. Frances Goldwyn some time ago, followed by formation of Howard Pictures. Total of 13 features has reportedly been edited to fit hour-long time slot.

★ ★ ★

U.S. ATTORNEY's office for D. C. is concerned over continuing bait advertising problem in newspapers, radio-tv and has begun prosecutions upon consumer complaints, only to be stopped by settlements. If problem continues, spokesman explains, offending station, paper and/or agency may become defendant in criminal suit since local law doesn't exempt media. Such suit could be precedent for other areas.

★ ★ ★

GULF OIL Co. has turned down projected radio network show and will put money into local radio buys instead, using everything from news to sports show, with local dealers expected to make recommendations. Young & Rubicam, N. Y., is agency.

IN THIS ISSUE

LEAD STORY

Problems created by the burgeoning growth of tv are aired by national advertisers attending the 44th annual ANA convention in Chicago. *Page 27.*

After seeing RCA's demonstration of NTSC color tv, delegates at ANA's Chicago convention concede that color is ready. *Page 29.*

FILM

Motion Pictures for Television announces plans to spend $30 million on six film series featuring name stars. *Page 32.*

CBS-TV begins world-wide Newsfilm service for individual stations. *Page 33.*

FACTS & FIGURES

Network radio—and tv—looks up for July with nine of the top 10 advertisers in each case spending more in July 1953 than in July 1952, PIB figures show. *Page 34.*

TELESTATUS weekly summary of tv stations on the air and tv set distribution. *Page 37.*

PROGRAM SERVICES

Ascap and the tv networks reach impasse in negotiations for a new blanket license for use of Ascap music. *Page 42.*

TRADE ASSNS.

Greater operating responsibilities on station licensees is advocated by Comr. E. M. Webster at NARTB's Dist. 14 meeting at Sun Valley. *Page 44.*

Congress should make the final decision on subscription tv, Comr. E. M. Webster tells Dist. 14 broadcasters at Sun Valley. *Page 46.*

KVOO Tulsa's William B. Way wants to form a new trade association for radio alone. *Page 48.*

GOVERNMENT

FCC brings into the open its study of network affiliation policy and practice involving vhf and uhf tv station grantees. *Page 50.*

STATIONS

Nine tv stations take the air during the week, including WVEC-TV Hampton, Va., which succeeds to the NBC-TV affiliation vacated in that area by WTAR-TV Norfolk's switch to CBS-TV. *Page 58.*

NETWORKS

NBC-TV and CBS-TV plan "hot kinescopes" to enable showing of programs on the East and West Coasts at the same clock hours. *Page 70.*

ABC-TV plans $750,000, nine-week promotion campaign for its fall tv shows and stars. *Page 74.*

EDUCATION

The Ford Foundation's Fund for Adult Education issues a report showing it made radio-tv grants of about $3 million and spent more than $2 million on them for the 18 months ending last June 30. *Page 102.*

FEATURES

NBC Spot Sales shows new way to make a pitch. It's called "Electronic Spot Buying." *Page 109.*

A report on the first year's operation of uhf KPTV (TV) Portland, Ore. *Page 109.*

A veteran agency executive tells how commercials got that way. *Page 118.*

FOR THE RECORD

New grantees commencement target dates. *Page 132.*

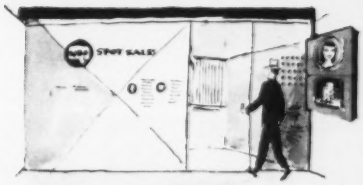
introducing

A GREAT NEW concept in TELEVISION SPOT BUYING

Electronic Spot Buying . . .
available only through NBC Spot Sales

XUM

THE EXCITING NEW national sales offices of NBC Spot Sales in the RCA Building, New York, are headquarters for a revolutionary spot-buying technique called Electronic Spot Buying. It's the dramatic use of TV to buy Spot TV.



ELECTRONIC SPOT BUYING enables advertisers to see live local TV shows originating at the stations represented by NBC Spot Sales. Now, over a closed circuit, you can on specific occasions see local TV personalities, station facilities, your commercials on-camera and even your markets—all without leaving the NBC Spot Sales headquarters.

EVER-INCREASING SERVICES: A new sales office in Detroit . . . salesmen with an intimate knowledge of our stations gained through travelling more than 175,000 miles since the first of the year to those markets . . . copy clearance specialists . . . research staffs that provide data for scientific time buying . . . experts in TV film and slide specifications . . . all these added to Electronic Spot Buying make NBC Spot Sales a better spot than ever to do business.

NBC **SPOT SALES**

30 Rockefeller Plaza, New York 20, N. Y.

Chicago
Cleveland
Detroit
Washington
San Francisco
Los Angeles
*Charlotte**
*Atlanta**
**Bomar Lowrance Associates*

representing TELEVISION STATIONS:

WNBT	*New York*
KNBH	*Los Angeles*
WNBQ	*Chicago*
WPTZ	*Philadelphia*
WBZ-TV	*Boston*
WNBK	*Cleveland*
KSD-TV	*St. Louis*
WNBW	*Washington*
WRGB	*Schenectady-Albany-Troy*
KPTV	*Portland, Oregon*
KONA	*Honolulu, Hawaii*

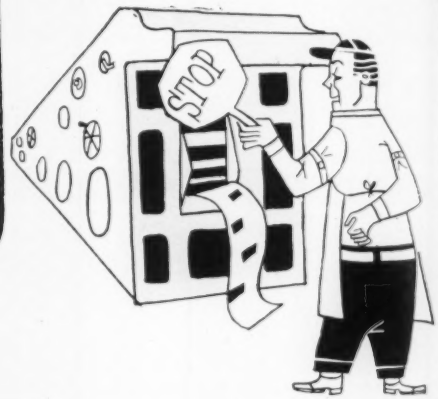
representing RADIO STATIONS:

WNBC	*New York*
WMAQ	*Chicago*
KNBC	*San Francisco*
WTAM	*Cleveland*
WRC	*Washington*
KSD	*St. Louis*
KGU	*Honolulu, Hawaii*

XUM

Now EXIST Magazine was real big, and we mean
That its readership all others doubled!

When, despite this success, the boss stopped the press,
People wondered just what had him troubled.



Then the publisher said, "We've just had to stop dead—
For KOWH has our readership swelling . . .

Till our presses and all are now simply too small
To print what our schedule is selling!"

KOWH
35.6%
AVERAGE HOOPER

Moral

EVERY GOOD TIME-BUYER KNOWS KOWH HAS THE:

- *Largest total audience of* any Omaha station, 8 A.M. to 6 P.M. Monday thru Saturday! (Hooper, Oct., 1951, thru August, 1953)
- *Largest share of audience*, of any independent station in America! (August, 1953.)

Kowh
OMAHA

AIMS Association of Intermountain Independent Stations

"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.

at deadline

Sen. Peace Negotiating For WWNC, Newspaper

NEGOTIATIONS for sale of WWNC Asheville, N. C., 5 kw station on 570 kc, and its associated *Asheville Citizen-Times* to Roger C. Peace interests, principals in WFBC Greenville, S. C., and *Greenville News* and *Piedmont* were underway Friday. Price had not been fixed.

Don S. Elias is president of WWNC and owns approximately half of common stock (1,994½ of 4,001 shares) in Asheville-Times Co., licensee of station, according to FCC records. Licensee of WFBC is Blue Ridge Radio Corp., with Greenville News-Piedmont Co. as holding company for all of stock.

Mr. Peace is ex-U. S. Senator from South Carolina, having filled unexpired term of Sen. James F. Byrnes when latter became Secretary of State.

Negotiations are being handled by Allen Kander, newspaper-station broker.

NARTB Attendance Gaining; Minneapolis Session Opens

REGISTRATION at NARTB meetings continued to run ahead of 1952 as sixth of 17 nationwide sessions convened Friday at Minneapolis (see main story page 44). Monday-Tuesday meeting of District 14 at Sun Valley drew attendance of 72 despite remote location. This compares with 84 year ago at Denver. Cedar Rapids meeting Wednesday-Thursday drew 98 registrations compared to 86 year ago. Attendance at Minneapolis weekend meeting was 77 compared to 67 last year.

District 11 meeting opened with John F. Meagher, KYSM Mankato, Minn., presiding. He named following resolutions committee: David Gentling, KROC Rochester, chairman; Lee Whiting, KEYD Minneapolis; Evans Nord, KELO Sioux Falls, S. D.; Orville Burda, KDIX Dickinson, N. D.; Ken Tharsh, KWNO Winona.

Among those taking part in Friday closed-door session were F. E. Fitzsimonds, KFYR Bismarck; Dalton Le Masurier, KDAL Duluth; Robert R. Tincher, WNAX Yankton; F. Van Konynenburg, WCCO-TV Minneapolis; Tom Barnes, WDAY Fargo; Morton H. Henkin, KSOO Sioux Falls; Kenneth M. Hance, KSTP St. Paul. RCA provided "hospitality house" facilities, feature of current district meetings.

WOR Negotiations Continue As World Series Nears

SPECULATION that six-week-old strike of WOR-AM-TV N. Y. engineers might be settled before Wednesday's opening of World Series mounted last Friday, after virtually all-night negotiating session. Mutual, whose New York key is WOR, is slated to carry series under Gillette Co. sponsorship. If station's dispute with engineers, represented by Local 1212 of IBEW, is not settled by Series time, it was reported, originations for network would be handled by WINS N. Y. in case of games at Yankee Stadium and by WMGM N. Y. in case of those at Ebbetts Field. During regular season WINS and WMGM carry Yankees and Dodgers games, respectively, and even if WOR is able to originate World Series for network, they will broadcast series locally.

ABC-TV SEEKS RADIO

AS PART of ABC-TV's campaign to promote awareness of ch. 7 (see story page 74), advertising and promotion manager Mitchell Degroot reported Friday that network is attempting to buy time for announcements and jingles on independent radio stations in ABC-TV's o&o station cities. He said BBDO has been conferring with station executives and added project is under consideration by stations.

Stanton Sees Bright Radio, Tv Future at WTAR Ceremony

FRANK STANTON, president of CBS, predicted bright futures for both radio and television in address Friday at Norfolk commemorating 30th anniversary of WTAR and its new affiliation, along with WTAR-TV, with CBS.

CBS Television, he said, will exert every effort to retain leadership in color tv and will unveil its plans at color clinic for affiliates in New York Oct. 9. He ventured color would not have achieved present impetus had it not been for "the drive and energy" of CBS Labs in original competition.

Extending his best wishes in brief talk, FCC Chairman Rosel Hyde congratulated WTAR on achieving 30 years of "dedicated service." At luncheon meeting, presided over by Campbell Arnoux, WTAR president, head table guests introduced included Adrian Murphy, CBS Radio president; H. V. Akerberg, CBS-TV station relations vice president; Merle S. Jones, CBS-TV vice president; William A. Schudt, CBS Radio vice president; William B. Lodge, vice president and engineering director, CBS; Edward Petry, president of radio and television representation firm; CBS executives Charles Oppenheim, Fritz Snyder, Ed deGray.

Program concluded Friday night with anniversary show emceed by Ed Sullivan.

New NARTB Committee To Study Film Contracts

NEW committee has been formed by NARTB to study problems centering around sale and use of television films. Harold See, KRON-TV San Francisco, is chairman. Titled NARTB Television Film Committee, group will hold exploratory meeting Oct. 13 at Conrad Hilton Hotel, Chicago. Contract standardization formulas for film buying will be discussed.

Authorized in June by Tv Board, committee membership includes, besides Chairman See, Martin Campbell, WFAA-TV Dallas, and Ray W. Welpott, WRGB-TV Schenectady. Thad Brown, NARTB tv vice president, and Howard Bell, his assistant, will attend Chicago meeting.

NBC Postpones Color Show

CONCENTRATING on preparations for demonstration of color tv to FCC Oct. 15, NBC-TV color division has postponed date of first color-cast of regular commercial program from tonight, when that honor was to have gone to *Robert Montgomery Presents*, to Oct. 24, when *Shows of Shows* will be telecast in color.

• BUSINESS BRIEFLY

P & G IN CANADA • Procter & Gamble, Cincinnati, through Dancer - Fitzgerald - Sample, N. Y., buying five, ten and fifteen-minute segments of daytime radio shows for Dreft and Oxydol in half-dozen major Canadian markets, starting Oct. 5 for 52 weeks.

SPOTS FOR NASH • Nash Cars, through Geyer Inc., N. Y., asking for availabilities for radio and television spot campaign to be launched Nov. 19 for three days in radio and five days in television in number of markets.

TIDE CAMPAIGN • Procter & Gamble, Cincinnati, for its Tide, adding radio spot announcement campaign to start Oct. 4 for 26 weeks in several states. Benton & Bowles, N. Y., is agency.

BIG MUELLER DRIVE • C. F. Mueller Co., New York (food products) starts largest campaign in history, using 17 stations in 16 cities plus newspapers. Radio series includes 65 spots per week and 19 newscasts in cities, contracts running to Thanksgiving. Agency, Scheideler, Beck & Werner, New York.

CIGARETTE CAMPAIGN • R. J. Reynolds Tobacco Co., for its Cavalier cigarettes, starting radio spot announcement campaign on higher-powered stations, effective Oct. 1. Firm also is placing some spots in college towns for Camels. William Esty Co., N. Y., is agency.

New Buys on 'Today'

LEVER BROS., N. Y., Hathaway Mfg. Co., N. Y., and Tetley Tea Co., N. Y., have bought five-minute participations on NBC-TV's *Today* program (Mon.-Fri., 7-9 a.m., EST and CST) in amounts of 104 participations for Lever Bros., 26 for Tetley and 11 for Hathaway. Agencies are Hewitt, Ogilvy, Benson & Mather and J. Walter Thompson (Lever Bros.) Fletcher D. Richards (Hathaway) and Geyer Adv. (Tetley).

Orders: One Million Plus

FIRST 24 hours of selling on *Ramar of the Jungle* and Edward Small films produced orders totaling $1,125,000 in 21 tv markets, Michael M. Sillerman, executive vice president of newly formed Television Programs of America, said Friday in announcement which claimed this was "a world's record."

Scully Replaces Barber

SPORTSCASTER Vince Scully has replaced Red Barber as announcer, along with Mel Allen, of World Series games over NBC-TV, it was reported by network Friday (see page 32). Mr. Barber withdrew from assignment voluntarily, according to his agent, William McCaffrey, because he felt he was entitled to more than $250 fee for each game offered by Maxon Inc., Gillette agency. CBS Radio announced Friday Mr. Barber has been assigned to cover World Series for Edward R. Murrow's news program (Mon.-Fri., 7:45-8 p.m. EST).

OUT-OF-HOME LISTENING IN ATLANTA GIVES YOU A WHOPPING 20% BONUS

and

waga gives you

* 50% MORE OUT-OF-HOME LISTENERS THAN STATION "B" —AND TWICE AS MANY OR MORE THAN ANY OTHER STATION

* 42% MORE QUARTER HOUR FIRSTS THAN ALL OTHER STATIONS COMBINED

Out of a total of 502 quarter-hour periods Sunday through Saturday, WAGA had 295 firsts. Station "B" had 61; Station "C" 57; Station "D" 43; Station "E" 19; and all others had a total of 27.

WRITE FOR THIS FOLDER

Out-of-home or in-the-home—WAGA gives you more listeners per dollar than any other Atlanta station! Get the facts and you'll put WAGA Radio to work for you in the billion-dollar Atlanta market.

*Data based on Pulse of Atlanta Out of Home Radio Audience, July 1953

590 on the dial 5,000 watts

waga
CBS-Radio in Atlanta

STORER BROADCASTING COMPANY

Represented Nationally by the KATZ AGENCY, Inc.

Tom Harker, V.P. and Nat'l Sales Director, 118 E. 57th St., New York 22
Bob Wood, Midwest National Sales Manager, 230 N. Michigan Ave., Chicago

at deadline

Uhf Petitioner Asks Dismissal; Other FCC Actions

FINDING "remote" in foreseeable future any prospect "of there being a worthwhile potential uhf audience through conversion of vhf receivers in the Detroit area," WEXL Royal Oak petitioned FCC Friday for dismissal of its uhf ch. 62 application, leaving uncontested bid of UAW-CIO Bcstg. Corp. of Mich. Earlier, Knight Newspapers dropped its ch. 62 bid there [B•T, Sept. 21].

WWNY-TV Awaits Carthage Case

WWNY-TV Watertown, N. Y., new uhf ch. 48 permittee, announced Friday it has ceased construction pending disposition of proposed allocation of vhf ch. 7 at nearby Carthage, N. Y. Brockway Co., ch. 48 grantee, petitioned FCC earlier in week to make ch. 7 addition final so it could tender application.

Second Uhf for Portland Area

SECOND uhf station for greater Portland, Ore., area authorized by FCC Friday in final decision to grant uhf ch. 21 to KVAN Vancouver, Wash., and deny competitive bid of KGON Portland. Commission upheld initial decision of examiner [B•T, June 22].

California Bids Denied

ALLEGING "lack of candor and honesty as to essential facts of the applications," FCC issued final decision Friday to deny new am station bids of Balboa Radio Corp., Escondido, Calif., and Oceanside Bcstg. Co., Oceanside, Calif., both seeking 1450 kc, 250 w fulltime. Earlier, examiner had proposed grant to Balboa in initial ruling.

Deletion of Owensboro Ch. 14

DELETION of uhf ch. 14 WVJS-TV Owensboro, Ky., made final by FCC Friday at request of station which plans to file for vhf ch. 9 newly allocated to nearby Hatfield, Ind. [B•T, Sept. 21]. It's 17th post-thaw cancellation, WNOR (TV) Northampton, Mass., dropping uhf ch. 36 earlier in week (story page 58).

Five Drop Uhf Bids

FIVE applications for new uhf tv stations dismissed by FCC Friday at request of applicants, all but one leaving channels unsought. Dropouts: Anderson Tv Co., ch. 58, Anderson, S. C.; Standard Tobacco Co. (WFTM), ch. 24, Maysville, Ky.; Parish Bcstg. Corp. (KAPK Shreveport), ch. 30, Minden, La.; Northwestern Schools Bible College (KTIS), ch. 23, Minneapolis; Valradio Inc., ch. 16, El Centro, Calif. Still seeking ch. 16 at El Centro are Valley Empire Telecasters and Sidney A. Franklin Jr.

Kerner Made MPTV V. P.

APPOINTMENT of Lew Kerner, production and programming supervisor of Motion Pictures for Television Inc., as a vice president of company was to be announced today (Monday) by Matthew Fox, chairman of board. Prior to joining MPTV in January 1951, Mr. Kerner was executive talent director for Samuel Goldwyn Productions Inc.

CLEVELAND HARMONY

END of baseball and beginning of football season brought cooperation between WXEL (TV) and WEWS (TV) Cleveland Sunday. WXEL found itself stacked with Indians baseball game at home and Detroit Lions-Pittsburgh Steelers game at Detroit, both played at same time.

WEWS agreed to realign its Sunday afternoon schedule to carry football game from Detroit. Bill McColgan, WGAR, handled play-by-play, John Fitzgerald, WXEL, did color and WXEL provided commercials for Carling's beer and Atlantic Refining Co. for the WEWS football. Agreement resulted from conference between Franklyn Snyder, WXEL general manager, and J. Harrison Hartley, WEWS station director.

NCAA Denies KOTV (TV)

NATIONAL Collegiate Athletic Assn.'s 1953 Tv Committee announced Friday it had turned down request by KOTV (TV) Tulsa to carry last Saturday's telecast of Oklahoma-Notre Dame football game. It was explained that NCAA policy permits sellout games to be telecast locally on one station only, as two stations are considered "a network," and noted permission had been granted to WKY-TV Oklahoma City to carry contest. It added another rule prescribes only one network appearance by a team and pointed out that both Notre Dame and Oklahoma are scheduled for network television later in season.

MBS Committeemen

WINNERS of balloting for metropolitan market representatives on Mutual Affiliates Advisory Committee announced Friday. Roy Thompson, WRTA Altoona, elected from district No. 1; Carter Peterson, WCCP Savannah, district 2; M. C. Watters, WCPO Cincinnati, district 3; Don Campbell, WILD Birmingham, district 4; John M. Walter, WJPG Green Bay, Wis., district 5; Boyd Kelley, KTRN Wichita Falls, Tex., district 6, and Collin Lowder, KLO Ogden, Utah, district 7. Non-metropolitan market representative from each of MAAC's seven districts will be elected next year. First meeting of new, full committee slated in late October, with election of chairman on agenda.

UPCOMING

Sept. 28-29: NARTB Dist. 9 meeting, Plankinton Hotel, Milwaukee.

Sept. 28-30: National Electronics Conference, Hotel Sherman, Chicago.

Sept. 30-Oct. 1: NARTB Dist. 8 meeting, Columbia Club, Indianapolis.

Sept. 30-Oct. 2: Direct Mail Advertising Assn. convention, Hotel Statler, Detroit.

Oct. 1-3: NARTB Dist. 7 meeting, Sinton Hotel, Cincinnati.

For other Upcomings see page 145

PEOPLE

HELEN HARTWIG, timebuyer, formerly with Grey Adv. and Ruthrauff & Ryan, N. Y., expected to join N. W. Ayer & Son, N. Y., in same capacity.

ED LIER, Shell Oil Co. advertising department, N. Y., resigning to join Avery-Knodel, N. Y., station representatives, as account executive.

CRAIG WOOD, Kudner Agency, N. Y., to Collins & Aikman Corp., N. Y., as assistant to advertising and sales promotion manager Bruce Alexander.

MICHAEL J. BERMONT, district superintendent for New England area, Western Union Telegraph Co., who supervised company service at many major news events, including Bretton Woods Monetary Conference, Dr. Sanders mercy killing trial and World Series baseball games, appointed general sales manager of Western Union's International Communications Dept.

HAL DAVIS, timebuyer, Doherty Clifford, Steers & Shenefield, N. Y., resigning to join Erwin, Wasey & Co., N. Y., in same capacity. Lee Gainer of DCS&S will succeed Mr. Davis at that agency.

KOIN-TV Expanding Staff

KOIN-TV Portland, Ore., expanding staff preparatory to Oct. 15 debut as first vhf station in city, Howard Lane, managing director, said Friday. Mr. Lane announced addition of nine technicians. They are Lloyd Street, Holt Cookingham, Frank Thorsteins, Albert Bishop, Daryl Swenson, Paul Pederson, Art White, Harold Nelson and Kenneth Lite. All have been active at radio and tv stations.

Egyptian Electronics Meet

AMERICAN firms which wish to take part in first electronics (including radio, tv) conference in Egyptian history Nov. 23 - Dec. 23 at Cairo, must notify Egyptian Signal Corps in Cairo by Oct. 1, U. S. State Dept. reported Friday. Egyptian government notified U. S. products from all over world will be shown, including latest contributions and research apparatus in field.

RTDG Renews Contracts

RADIO-TELEVISION Directors Guild has renewed contracts with ABC-TV, CBS-TV and NBC-TV covering about 70 directors, associate directors and floor managers in Chicago. Alan Fishburn, RTDG Chicago local president, told B•T Friday. Renewals retroactive to July 1 at ABC-TV and NBC-TV and June 1 at CBS-TV place them on equal parity for schedule of commercial network fees with New York and Hollywood locals. Network directors at NBC-TV and CBS-TV in Chicago are boosted from $450-$550 class to $758 monthly, and local directors from $75-$90 weekly to $120. ABC-TV flat rate on network and local shows also increased.

CBS Hollywood Publicists Pact

CONTRACT granting 12½% wage increase to 11-man press information unit signed by CBS Hollywood and Publicists Guild. It is retroactive to May 1 and extends 20 months, affecting eight radio and three tv publicists. Starting weekly pay raised from $86.75 to $97.59 with top lifted from $125 to $140.62. Scale lower than NABET-NBC contract but above NABET-ABC pact.

More Advertisers Use WGAR LOCALLY!

Greater than Our Greatest Year

1953 sets an all-time high for local advertisers using WGAR! National products, too, must win local acceptance to win sales. WGAR has demonstrated its powerful local influence through quality programming and topnotch promotion.

More People Working

With nearly two million on the job in the area served by WGAR, there's a tremendous market of people willing and able to buy.

More Spending

Nearly 8 billion spendable income; average income nearly double the national average; here's a market where it *pays* to use the effectiveness of WGAR!

More Selling Power

For results use WGAR! WGAR reaches more listeners, more often and more effectively than any medium in Northern Ohio! For results, use WGAR!

In Northern Ohio

WGAR

THE SPOT FOR SPOT RADIO

Cleveland
50,000 watts

CBS

Eastern Office: at 665 Fifth Ave., N.Y.C.
Represented by The Henry I. Christal Co.
In Canada by Radio Time Sales, Ltd., Toronto

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BROADCASTING • TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications, Inc.

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Executive and Publication Headquarters

870 National Press Bldg.; Washington 4, D. C. Telephone Metropolitan 8-1022

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David Glickman, *West Coast Manager;* Leo Kovner, Marjorie Ann Thomas.

Toronto: 417 Harbour Commission, Empire 4-0775. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy. Air mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)

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Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.
*Reg. U.S. Patent Office

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XUM

In Washington, D. C.

More people watch WTOP-TV than any other television station*

. . . it delivers 46% more viewers than the next most popular station!

*Telepulse, August 1953

WTOP-TV

CHANNEL 9

THE WASHINGTON POST-CBS TELEVISION STATION

REPRESENTED BY CBS TELEVISION SPOT SALES

K-"DUB"-TV
LUBBOCK, TEXAS
the station with

METROPOLITAN PRODUCTION

CBS TELEVISION NETWORK

AND AN EYE FOR THE AUDIENCE

The top CBS and DuMont shows plus a DOZEN, live, neighborly ones featuring local talent and personalities assures your product success at KDUB-TV.

Here are 396,829 potential customers with the third highest income per capita in the U. S. of A! They're channeled 13 . . . . ask your Avery-Knodel man.

W. D. "Dub" ROGERS
president

MIKE SHAPIRO
asst. mgr., director of sales

EFFECTIVE POWER
35,000 Watts Visual
17,500 Watts Aural

SALES HUB OF THE SOUTH PLAINS MARKET
KDUB TV
LUBBOCK, TEXAS CHANNEL 13

AFFILIATES: CBS DUMONT PARAMOUNT

THE RED BUTTONS SHOW

Network: CBS-TV
Time: Mon., 9:30-10:00 p.m. EDT
Producer: Leo Morgan
Director: Burt Shevelove
Music: Elliot Lawrence
Sets: Jack Landau
Star: Red Buttons
Guest: Janet Blair
Cast: Joe Silver, Jean Carson, Sara Seegar, Jimmy Little, Ralph Stantley, Sammy Birch, Michael Dreyfull, Joe E. Ross
Writers: Larry Gelbart, Hal Collins, Bob Schiller, Woody Kling, Buddy Arnold
Sponsor: General Foods for Instant Maxwell House Coffee

COMEDIANS ought to love television. If tv has accomplished nothing else, it certainly has rendered them a great service. Before the new medium really got rolling, many of its now top laugh men were unknown. One of them was Red Buttons, whose rise to stardom has been confined exclusively to a tv studio. Mr. Buttons arrived on the scene last year with a theme song and a collection of sketches that promptly established him in show business. On Sept. 21, he returned to CBS-TV for a second season with a comedy style that is occasionally humorous but seldom side-splitting.

Mr. Buttons' success rests largely on his four comic characterizations—an other-side-of-the-tracks type called the Kupke Kid, a prize-fighter, a German who turns up in different roles each week and a juvenile delinquent. The show pivots around skits in which Mr. Buttons plays one of these parts. When he isn't clowning around, he is usually talking his way through "Ho-Ho," a novelty song which he adopted for his very own last year. The number, now synonomous with Red Buttons, is his aural trademark.

A good portion of the first telecast was devoted to introducing a fifth type to Mr. Buttons' comedy foursome—Red Buttons, the adult, playing Red Buttons, the teenager. The new character, amusing enough, is not sufficiently broad to be very funny. The fault may have been in the skit material. It was the old routine of an apartment dweller who found himself a roommate only to discover finally that both his landlady and landlord had each found him one too. The situation didn't give him too much with which to work.

Mr. Buttons' appeal lies more in his boyish personality than in his comic talent. He is not a "born" comedian, and although he has acquired a comedy technique, it is his material rather than a natural wit on which he must depend. He is, however, a fairly competent performer who has learned the value of timing in a comedy series. His skits are well directed and well paced. If his writers deliver, Mr. Buttons' place in tv will remain secure.

STUDIO ONE

Network: CBS-TV
Time: Mon., 10:00-11:00 p.m. EDT
Show: 1984 (9/21/53)
Adapted for Television by William Templeton
Producer: Felix Jackson (Premier Production for *Studio One*)
Director: Paul Nickell
Cast: Eddy Albert, Norma Crain, Lorne Green, Noel Leslie, Truman Smith, Susan Hallaran
Settings: Henry May, Kim Swados

IF THE SHOW marking *Studio One's* entrance into its sixth season on CBS-TV was indicative of the sort of production viewers may expect to see, they have a great dramatic treat in store during the next several months. Last Monday, the hour-long series returned to the air with "1984," a show every bit as consuming and intense as the late George Orwell's novel from which it was so skillfully adapted.

In a fantasy framework, Mr. Orwell envisioned our world some 30 years from now as a drab, patterned and thoroughly controlled civilization where "War Is Peace. Ignorance Is Strength, Slavery Is Freedom." People, robbed of all individuality, had succumbed to the dictates and ideas of the state. Mr. Orwell's world was one dedicated to negativism —to hate instead of love, to despair instead of hope and ultimately to "Big Brother," the mastermind of the state, instead of God. It is a difficult assignment to adapt a novel—particularly a fantasy where mood shares importance with content—from narrative to dramatic form. William Templeton who took on the job did it superbly. As a television play "1984" retained the suspense and continuity that made it a gripping novel.

The adaptation was entrusted to Paul Nichell, a capable director who succeeded in extracting all the dramatic forcefulness inherent in the story by making the most of the actors he had to work with and the sets designed for the show. Eddy Albert, who played the lead role of a sensitive idealist completely out of harmony with his utilitarian world, turned in a fine performance. Norma Crain, cast as the girl with whom he fell in love, had a tendency to over-play the role and because of it scenes between Mr. Albert and Miss Crain fell slightly short of the quality of the rest of the production.

Henry May and Kim Swados designed the stylized sets. They were stark, barren sets as they should have been, made up largely of steps and levels which Mr. Nickell used most effectively. In "1984" the set was not merely a backdrop. It was an integral part of the play.

The same was true of the lighting. Some pain was taken with the light plan for "1984." It was not treated as a source of illumination alone but as a dramatic tool capable of creating a mood before an actor ever spoke a word.

"1984" was a classic example of the potentialities of television drama. It was video fare at its very best, convincingly acted, artfully directed and imaginatively staged.

* * *

BOOKS

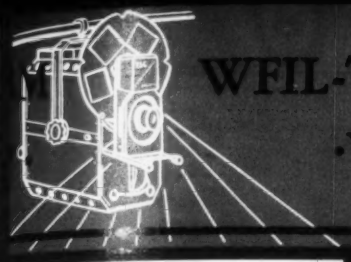
PRINCIPLES OF TRANSISTOR CIRCUITS, by nine co-authors, members of General Electric Co.'s Electronics Lab., Syracuse, edited by co-author Richard F. Shea. John Wiley & Sons Inc., 440 4th Ave., N. Y. 16. 535 pp. $11.

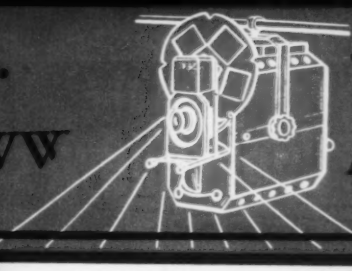
THIS book gathers "a large portion" of the existing research material on transitor circuits. Divided into three parts covering low-frequency, high-frequency and large-signal, non-linear applications, it gives a "general treatment, existing research material to transistor circuits which can be used to conveniently represent the great majority of transitors."

* * *

1953 COPYRIGHT PROBLEMS ANALYZED, published by Commerce Clearing House Inc., Chicago and New York. 280 pp. $6.75.

THIS volume is designed to furnish a clearer understanding of copyright problems and their effective solution. In main it consists of the full texts of seven lectures presented before the Copyright Institute of the Federal Bar Assn. of New York, New Jersey and Connecticut.





TSC rear screen projection

SAVES MONEY

Cuts personnel costs and program set-up time. Saves set construction and equipment costs.

Design your studio around

TSC REAR SCREEN PROJECTION *for as little as*

$1292

TSC rear screen projection for

BETTER PROGRAMMING

Provides multiple background changes for variety and flexibility in News Shows, Disc Jockey Shows, Weather Shows and Commercials.

The Rear Screen system that is designed to *your* station. 80 TV stations from coast to coast contributed the ideas and design specifications that make this the ideal Rear Screen equipment for television stations.

With a TSC installation your screen can be rolled up like a window shade. Three minutes before air time the screen is pulled down, slides placed in the automatic slide changer—and you are ready for the air with the most economical, most convenient TV scenery ever developed. Entire backgrounds can be changed in two seconds—merely by pushing a button in the control room.

Your sponsors will like your TSC Rear Screen facilities too. You can project backgrounds of their supermarket, department store, or product display for the perfect tie-in with their sales story. TSC Rear Projection provides that "priceless plus" that makes your operation stand out as the most complete and up to date station in your area.

TSC salesmen have sold more Rear Projection equipment than all others combined. The valuable experience gained in more than 80 TV stations is available to help you profit from the use of TSC Rear Projection equipment. Write today for our free booklet "Profit-making Rear Screen Projection."

TSC rear screen projection

BUILDS PROFITS

Attracts local sponsors. Provides invaluable aid to time sales. Cost of equipment can be regained by nominal facilities charges.

TSC rear screen projection

SAVES SPACE

Converts scenery and prop storage space into valuable usable studio area. Back-to-back shows can be played in the same area. Reduces space needed for scenery construction.

DELUX "PACKAGE" INCLUDES:
Projector
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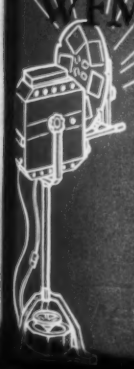
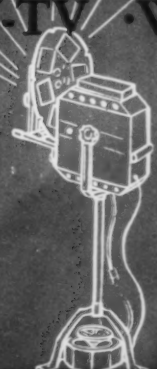
8′ X 10′ screen
Mobile screen frame
Set of slides **Price complete $1292.00**





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350 WEST 31st STREET • NEW YORK 1, N. Y. • LOngacre 4-5326

Please send me, free of charge, your booklet "Profitmaking Rear Screen Projection" DEPT. B-1

NAME ..... TITLE .....

STATION ..... ADDRESS .....

IN THE
Upper Midwest...

THE GREATEST NAMES, THE BIGGEST STARS THE SMARTEST ADVERTISERS ARE ON KSTP-TV AND THAT'S WHERE YOU SHOULD BE

KSTP-TV
NBC
REPRESENTED BY EDWARD PETRY and COMPANY
100,000 WATTS
MINNEAPOLIS-ST. PAUL

OPEN MIKE

A Short in Closed Circuit

EDITOR:

The attention of the Airspace Subcommittee of the Air Coordinating Committee has been drawn to an item which appears in your column CLOSED CIRCUIT in the Sept. 21 issue of B•T.

It pertains to certain erroneous comments relating to the recent American Airlines crash at Albany, N. Y., which are attributed to "Executives of the Airspace Subcommittee" in an "informal meeting" held Thursday, Sept. 17, 1953.

I would like to say that this meeting of the subcommittee was a regular weekly meeting at which I was in attendance as the committee's secretary throughout the entire session. At no time was the aforementioned accident discussed by any of the members, either formally or informally. This would, in no case, be a matter for Airspace Subcommittee deliberation, and, if it were, I can assure you that the committee members would certainly not express themselves in the manner you claim. . .

W. A. Simpson, Secretary
Air Coordinating Committee
Washington, D. C.

Chicago Sequel

EDITOR:

Your coverage in today's issue [Sept. 21] of BROADCASTING•TELECASTING of my recent address at the meeting of NBC Radio affiliates in Chicago was excellent. Your handling of the news end of the story and the presentation in general, including the headline, was highly pleasing to me.

I congratulate you and your staff on giving your readers a full story which I hope will be most helpful and encouraging to all broadcasters.

David Sarnoff
Chairman of the Board
Radio Corporation of America
National Broadcasting Co.
New York

EDITOR:

I cannot refrain from comment on what I consider a rather unhappy selection of a verb in the otherwise excellent lead story in the issue of Sept. 21 pertaining to the NBC affiliates meeting in Chicago.

The statement is made that a subcommittee "wrangled" for about 90 minutes over the press release. As a matter of fact, the subcommittee session was characterized, as was the entire meeting, by a complete absence of wrangling.

Robert D. Swezey
WDSU-AM-FM-TV New Orleans
Chairman, NBC Radio Affiliates Committee

Scientific Survey

EDITOR:

Stop the presses. Radio has an answer for Medill's survey ["Newspapers Are Wonderful," B•T, Sept. 7].

Following publication of the results of Medill's study, I took it upon myself to do a very scientific study in this area. A completely unloaded question was posed before a very scientific cross section (comprised of radio majors at the U. of Denver). Naturally, I knew radio would shine, but the results were even a little surprising to me.

The question: "What kind of advertising is most useful to you?"

The reply: Radio 100%
Other 0%

Suggest BAB print these results! Gad! What

KITE

Local Automotive Accounts sponsor more programs on KITE than any other station in the market—Radio or TV!

KITE

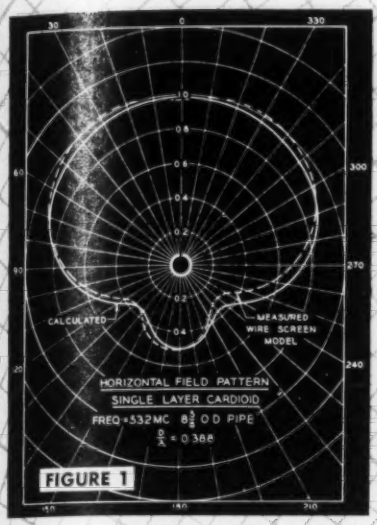
AIMS
San Antonio's Leading Independent

Nat'l Rep. John E. Pearson Co.

Check First

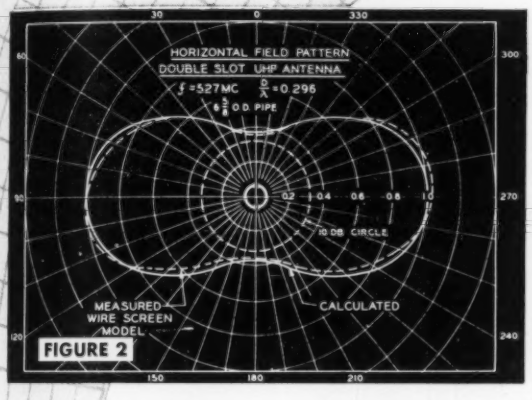
CLEVELAND'S
CHIEF STATION
5,000 WATTS—850 K.C.
BASIC ABC NETWORK
REPRESENTED
BY
H - R REPRESENTATIVES

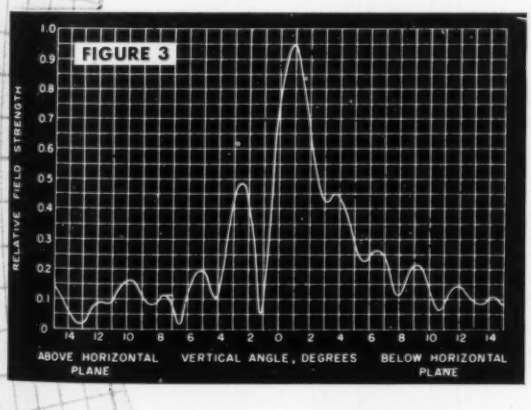
WJW
CLEVELAND'S Chief STATION

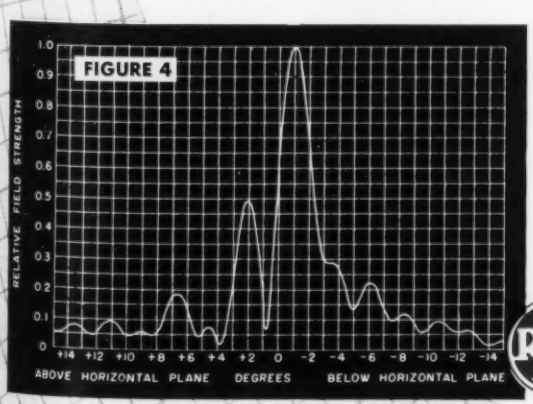


Put your UHF signal where the population is

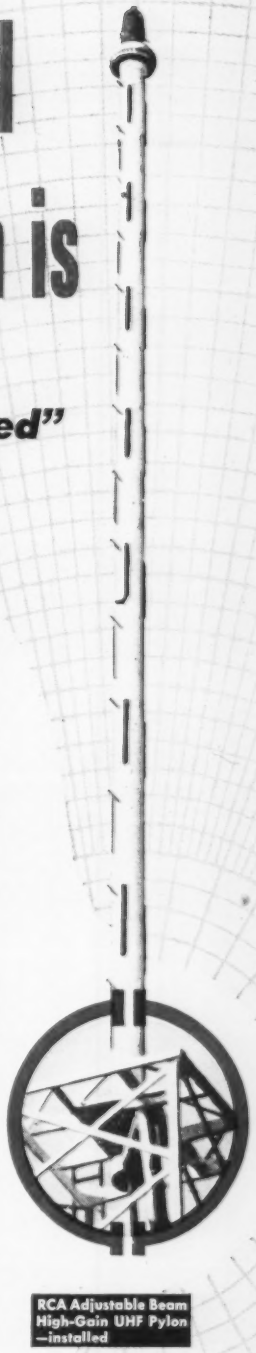
Use an RCA "contour-engineered" UHF Pylon Antenna







- **For "single-direction" coverage,** RCA has UHF Pylons that produce a horizontal field pattern shaped like a Cardioid (see Fig. 1).
- **For "elongated" coverage,** RCA has UHF Pylons that produce a horizontal field pattern shaped like a peanut (see Fig. 2).
- **For "circular" coverage,** RCA has a wide selection of UHF Pylons that produce equal signals in ALL directions.
- **For better overall coverage,** RCA UHF Pylons have built-in "Beam Tilt" that minimizes power loss in vertical radiation.
- **For better "close-in" coverage,** RCA UHF Pylons are equipped with a new, advanced type null fill-in system (used in conjunction with beam tilting). See Figs. 3 and 4.
- **The gain that's published is the gain you get.** RCA UHF Pylons include no tuning compromises that would result in loss of gain. RCA UHF Pylons can be furnished with gains in the order of 3, 6, 9, 12, 21, 24, and 27!
- **RCA has all UHF antenna accessories:** towers, mitered elbows, line transformers, spring hangers, dummy loads, wattmeters, frequency and modulator monitors, filterplexers, and transmission line (measured performance—VSWR—is better than 1.05 to 1.0). You can get everything from ONE responsible source—RCA!



RCA Adjustable Beam High-Gain UHF Pylon —installed

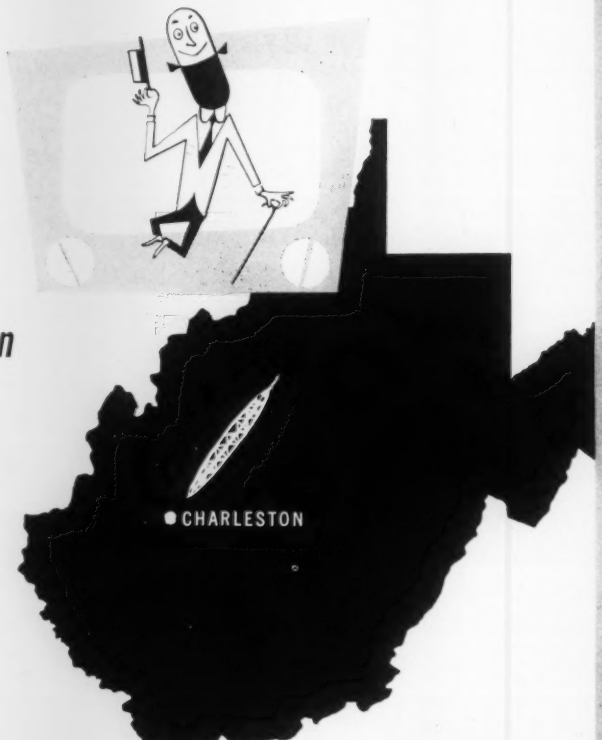
An antenna system can make or break a TV station. Make sure yours is right. Your RCA Broadcast Sales Representative can help you plan.

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT CAMDEN, N.J.

it's here . . . NOW!

TV in CHARLESTON, W. VA.

with WKNA-TV



selling the rich multi-million dollar Charleston market!

The television gateway is now open to tap this rich, well-populated industrial market that spends over $620,000,000 annually. And your product or service gets tremendous consumer acceptance because of double network programming, and the fact that WKNA-TV is Charleston's own television station!

affiliated with ABC and DUMONT Television Networks

the personality station

Joe L. Smith, Jr., Incorporated
Represented nationally by **WEED TELEVISION**

sales ammunition. (Please keep it under your hat, but we're between summer and fall quarters so almost everyone is on vacation. I could only find two people to interview, and had to disqualify the guy who said "newspapers" because he was only a freshman, and don't know from nothin'.)

Robert W. Fouse
Senior
U. of Denver

Federal Reports

EDITOR:

As chairman of the Advisory Council on Federal Reports, I wish to express the appreciation of the council for your excellent editorial [B•T, Aug. 31] in connection with reporting information required by the government . . . I hope that the council will be requested to review the [FCC] financial report mentioned in your editorial and I am certain that a radical change can be made in this reporting form.

I wish to extend my thanks to you for the compliments you have paid to Mr. David Cohn. Many people do not know the excellent work which Dave is doing for the industry as a representative of the Bureau of the Budget . . .

Edward E. McConnell,
Chairman
Advisory Council on Federal Reports
Washington, D. C.

EDITOR:

It pleased me very much to read your editorial regarding the Radio Committee of the Advisory Council on Federal Reports.

There are many (other than myself) who put in long hours on the work of this committee under the splendid leadership of Ben Strouse. But I think if one person is to be singled out for a word of praise, it should be Dave Cohn who has cooperated and assisted in every way possible to coordinate the views and actions of government and industry.

E. K. Jett
Vice President
WMAR-TV Baltimore, Md.

Alabama Bound

EDITOR:

I have been covering Alabama as part of my Southeastern territory for MCA-Tv for the last three months.

I am still looking for KPIK (TV) Los Angeles which has been listed by your great magazine in the FOR THE RECORD column under Alabama.

Please let me know when Los Angeles was moved to Alabama, and if you have plans for the transfer of any other cities in the near future, since this would be of vital interest to me in the coverage of the territory.

Henry Curth
MCA-Tv Ltd.
Atlanta

[EDITOR'S NOTE: B•T was temporarily bewitched by city limits claims of the Los Angeles Chamber of Commerce. No further geographical rearrangements are planned.]

Honest Count

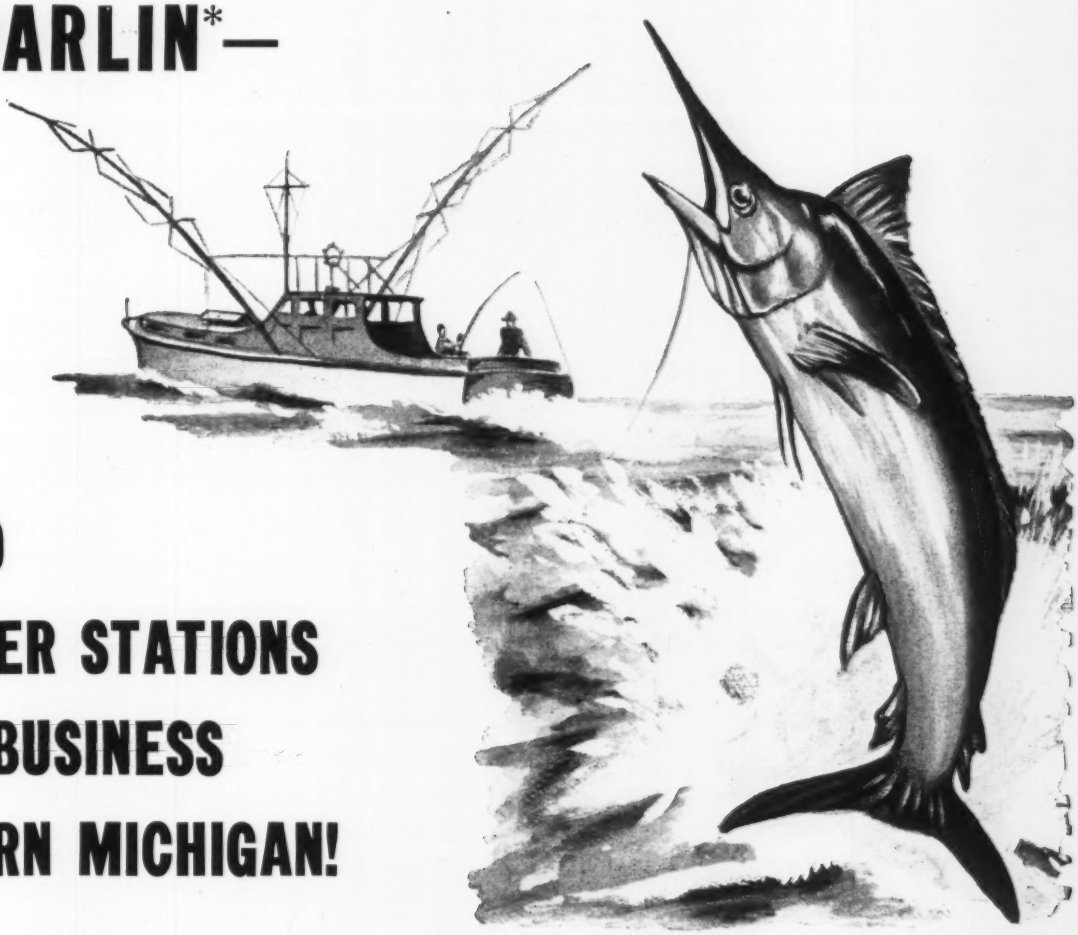
EDITOR:

I was interested in reading Victor Sholis' letter which appeared in the OPEN MIKE [B•T, Sept. 7]. I agree with the gentleman from Louisville. I do not question the integrity and honesty of the nation's licensees but I do question the methods used to secure data [on television set distribution] and hope that sound methods will be developed, approved by proper validation. . . .

Edgar Kobak
Owner
WTWA Thomson, Ga.

YOU MIGHT GET A 12′ 8″ BLACK MARLIN*—

BUT . . .



YOU NEED THE FETZER STATIONS TO LAND BUSINESS IN WESTERN MICHIGAN!

WKZO-WJEF RADIO

WKZO, Kalamazoo and WJEF, Grand Rapids, rank high among America's most attractive radio buys. According to March, 1953 Nielsen figures, WKZO-WJEF have a 12-county radio audience of 151,050 daytime homes, 130,530 nighttime homes. February, 1953 Pulse figures for Kalamazoo-Grand Rapids credit WKZO-WJEF with more than 40% of the radio audience, *morning, afternoon and night!* The next-best two-station combination in these two cities gets only 24%, 20% and 29%—*yet costs about 14% more!*

WKZO-TV

(80,000 WATTS VIDEO—40,000 AUDIO)

WKZO-TV, Channel 3, is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids—the nation's 23rd television market. Latest Nielsen and Pulse figures prove that WKZO-TV is the overwhelming favorite in more than 300,000 Western Michigan and Northern Indiana television homes. The April, 1953 Videodex Report, for example, credits WKZO-TV with *107.3% more afternoon viewers than the next station—188.4% more evening viewers!*

Get all the Fetzer facts, and be convinced!

* *In 1926 Laurie Mitchell got one this long, weighing 976 pounds, in Bay of Islands, New Zealand.*

WJEF tops IN GRAND RAPIDS AND KENT COUNTY (CBS RADIO)

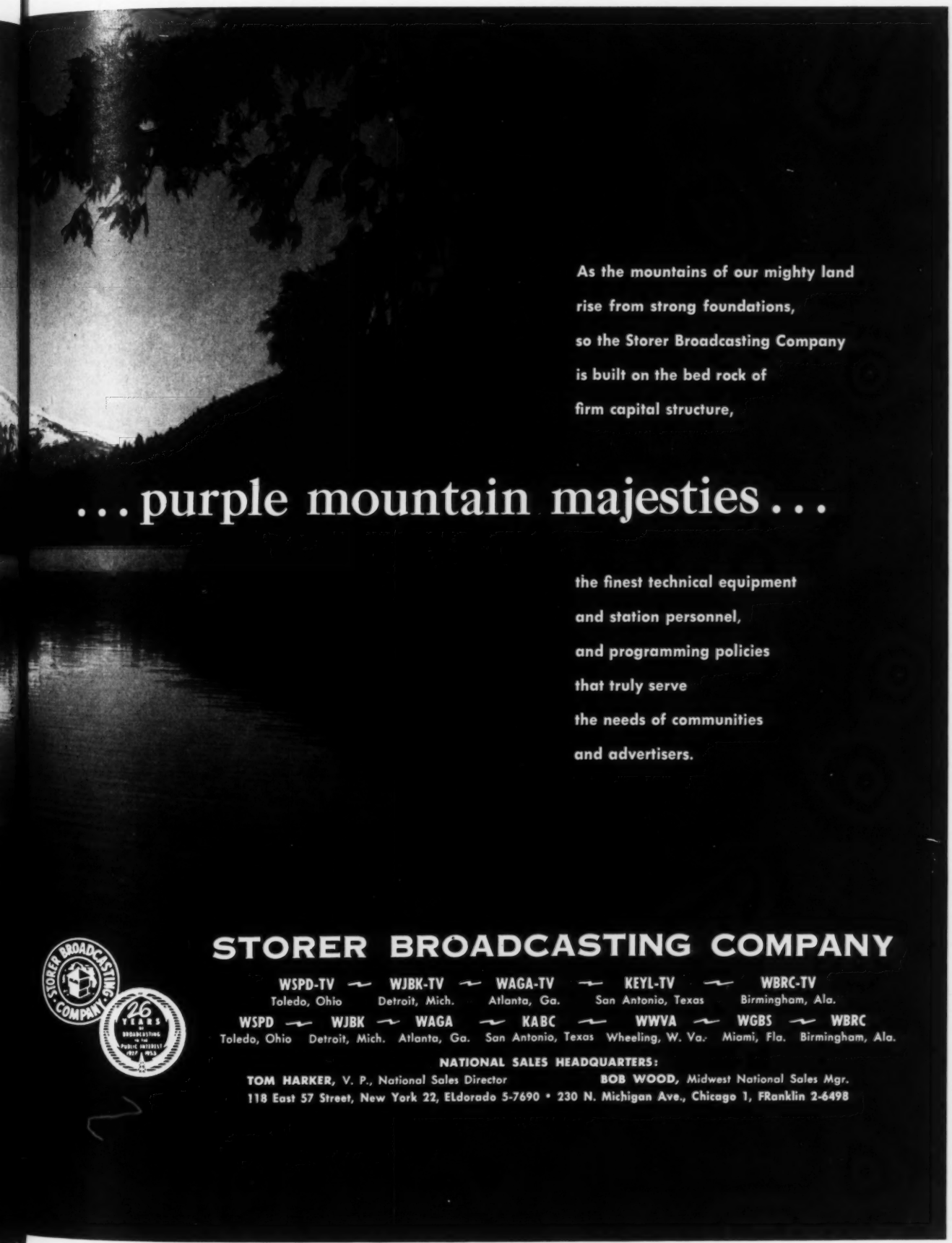
WKZO-TV tops IN WESTERN MICHIGAN AND NORTHERN INDIANA

WKZO tops IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS RADIO)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES


As the mountains of our mighty land
rise from strong foundations,
so the Storer Broadcasting Company
is built on the bed rock of
firm capital structure,
. . . purple mountain majesties . . .
the finest technical equipment
and station personnel,
and programming policies
that truly serve
the needs of communities
and advertisers.
STORER BROADCASTING COMPANY
WSPD-TV — Toledo, Ohio
WJBK-TV — Detroit, Mich.
WAGA-TV — Atlanta, Ga.
KEYL-TV — San Antonio, Texas
WBRC-TV — Birmingham, Ala.
WSPD — Toledo, Ohio
WJBK — Detroit, Mich.
WAGA — Atlanta, Ga.
KABC — San Antonio, Texas
WWVA — Wheeling, W. Va.
WGBS — Miami, Fla.
WBRC — Birmingham, Ala.
NATIONAL SALES HEADQUARTERS:
TOM HARKER, V. P., National Sales Director
BOB WOOD, Midwest National Sales Mgr.
118 East 57 Street, New York 22, ELdorado 5-7690 • 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

Algy writes to:

Mr. Wendell Moore
Grant Advertising, Inc.
Detroit.

Dere Pete:

Down here in Charleston we're rilly goin' to town with our Old Farm Hour evry Fri. nite in th' Municiple Auditoriem. We're havin' big stars like Lulu Belle & Scotty and Homer & Jethro to head th' cast of regulars.

Right acrost th' street is anothur famous Charleston place, th' spot where they sell Dodge cars. Th' Dodge dealer here is one of th' biggest in th' nation and Dodge is th' largest sellin' medium price car in this here markit. Of course, this feller uses WCHS with 5,000 on 580 in a reel big way to help sell.

Yrs.

Algy

WCHS

580 KC — 5000 WATTS

CHARLESTON

The Tierney Co.

CBS RADIO • THE BRANHAM CO.

West Virginia's Leading Advertising Medium

our respects

to LEONARD F. ERIKSON

"HE'S ALREADY brought a new calm to the organization; Leonard F. Erikson has taken the tremor out of the Voice of America."

This is how an employe characterized the quiet effectiveness of the new boss of the VOA whose first and most important task was to soothe the seething morale problem he inherited when he took office on July 27, 1953.

"Leonard Erikson," a life-long acquaintance amplified, "is a good man in both the Biblical and professional sense of the term. He's a gentleman and an executive."

These estimates of the man—a rare blending of dignity and belief in the dignity of others—were borne out as early as the occasion of his acceptance speech when he said, "I'm deeply conscious of the responsibility that goes with the new post I am assuming as head of the Voice of America, but I am encouraged by the fact that there are hundreds of capable and dedicated people in the organization who have been doing an excellent job and will continue to do so."

But greater even than his generous fund of good will is the formidable backlog of experience that Mr. Erikson takes with him to his new job. No visionary monastic in the vineyards of communication, he has been associated importantly, over the past 20 years, with three major advertising agencies and with CBS. Before assuming his current post he was vice president and director of radio and television for McCann-Erickson, New York.

In his present position with the Voice of America, Mr. Erikson is directly in charge of the agency's world-wide radio network, which broadcasts more than 85 programs a day around-the-clock in 41 languages to a potential audience of 300 million on both sides of the Iron Curtain.

Through radio, the Voice of America, a part of the U. S. Information Agency under Theodore C. Streibert, former MBS board chairman, works for the attainment of the foreign policy objectives of the U. S. by presenting a true picture of American aims, by creating psychological strength and resistance to Soviet imperialism, by counter-acting anti-American slanders and by exposing the fraud of international communism.

Leonard F. (for Frederick, which he does not use) Erikson was born into an immigrant publishing family, June 4, 1897. He attended public schools in Madison, Wis., before enrolling at the U. of Wisconsin in the School of Journalism.

He broke off his studies to enlist in the Navy where he served as a petty officer in World War I. He returned to complete his course at Wisconsin in 1920. He received his masters degree at Harvard in the graduate School of Business Administration.

After a year of study abroad, young Mr. Erikson joined the family newspaper, a Swedish language publication, the *Tribune-News*.

In 1930 he moved to CBS as western sales manager for the network in Chicago, where he specialized in automotive accounts. He is credited with bringing the first automobile client to CBS.

After 14 years with the network, rising to the position of general sales manager in the New York office, he accepted a bid to join BBDO, New York, as assistant to Ben Duffy, president of the agency. He served at BBDO as liaison man between top management and the agency's radio department.

Eventually he was appointed manager of the latter department primarily to supervise the U. S. Steel Corp.'s *Theatre Guild* program, then an hour-long radio series.

He left BBDO to accept an offer from Kenyon & Eckhardt, New York, where he served as vice president, director of radio and television and as a member of the plans board.

During his stay with K & E, Mr. Erikson pioneered in the development and production of one of the first hour-long television series, *The Ford Theatre*.

In 1949 he moved to McCann-Erickson, an international advertising agency, as vice president in charge of radio and television.

In naming him to his present post with the Voice of America, Dr. Robert L. Johnson, then head of the International Information Administration, observed that Mr. Erikson had been chosen "to reorganize the entire radio effort of the overseas information program."

The broadcast division of USIA under Mr. Erikson will move all its offices to Washington by June 30, 1954.

As of last August, the Voice operated more than 100 separate programs ranging from 15 minutes to one hour, and amounting to about 34 program hours, broadcast daily in 41 languages.

Among these programs are eight hours daily broadcast to the USSR and to Soviet-controlled areas in 10 different languages. Mr. Erikson indicated his special interest in these particular broadcasts when he said that the importance of the Voice of America stems from the fact that it is "the only means of reaching behind the Iron Curtain" to provide the millions under Soviet domination with "unbiased news, to clear up misunderstandings and to answer enemy propaganda."

Mr. Erikson married Lorraine Thompson in 1928. They have a son, Gilmore Erikson. The family lives in Greenwich, Conn., where Mr. Erikson belongs to the Greenwich Country Club. His hobby is swimming.

NOW ON THE AIR!

KFEQ-TV.

CHANNEL 2

ST. JOSEPH, MO.

Affiliated with

CBS and DUMONT

the EYES and the EARS of the Midland Empire*

52,000 full-powered, far-reaching watts plus an 810 foot antenna (above average terrain) insure the **49,055** unduplicated homes *now available* the best possible reception of local, CBS and DuMont network programming.

* **THE MIDLAND EMPIRE**

. . . a 28 county, 4 state area containing 468,345 people and 159,080 homes, whose retail sales amount to $412,242,000. This rich high-consuming, heavy-spending farm area has an average per home income of $6,963!

SEE HEADLEY-REED TV FOR THE FULL STORY

• there is no substitute
for the confidence founded on
recognized and merited

PRESTIGE

Behind a leading and successful scientist, invariably stand years of *experience*, of prestige that *only a proven record* can attain. Such prestige is earned by a radio station, too.

Beyond all *measurable* standards, WMC has merited, by its consistent policy of public service broadcasts, a listener loyalty, a public acceptance unmatched by any radio station in Memphis. Such acceptance is a plus value that can never be seen on a rate card, but is actually a plus that no other Memphis station can deliver.

"Dedicated to our listeners"

1st
IN PUBLIC
SERVICE
TO MEMPHIS AND
MID-SOUTH

With this motto, WMC was launched more than thirty years ago. It is the constant credo of the station today.

WMC

MEMPHIS
NBC Affiliate 5000 Watts 790 K. C.
National representatives, The Branham Company
WMCF 260 KW Simultaneously Duplicating AM Schedule
WMCT First TV Station in Memphis and the Mid South
Owned and Operated by The Commercial Appeal

Robert Long

on all accounts

ART is the cornerstone upon which Robert Long has built a career in radio and television from the vantage point of the agency.

An accomplished artist in his own right, Mr. Long finds the experience invaluable in the pursuance of his duties as radio-tv director of the Buchen Co. in Chicago. He finds his ability to "visualize" campaigns a major asset with Buchen's clients who use the broadcast media. Visual aids abound in his office.

Among Buchen's more active radio and/or tv users are Club Aluminum Products Co., Chicago Title & Trust Co., Fairbanks, Morse & Co., Hobart Mfg. Co. and Hines Lumber.

A native of Chicago, where he was born on Aug. 8, 1916, Bob Long attended Calvin Park High School until 1934 and then went for four years to the Chicago Art Institute. He received a fellowship, enabling him to travel to Mexico and Europe in the fulfillment of his artistic ambitions. In 1941, he attended the U. of Chicago (Humanities).

During the '40s young Long and his wife set up an art studio in Chicago and free-lanced for such firms as Abbott Labs, George May Co. and other companies. He served in the Navy from 1944 to 1946.

In 1950 he got the urge to get into writing and, particularly, the broadcasting field.

This led him eastward, to WNAE Warren, Pa., where he became continuity manager, handling stories, interviews and other chores.

Early in 1951, Mr. Long returned to the midwest, joining Schwimmer & Scott, which had begun specializing in tv accounts. He compiled story-boards and wrote commercial radio-tv copy for such clients as Walgreen Drug Co. and National Tea Food Co.

Mr. Long came to the Buchen Co. about 15 months ago. There he makes a specialty of preparing visual aids as well as writing and producing copy for live and filmed programs for the agency's broadcast clients. (One of his pet projects: Chalked drawings of musicians in the Chicago Symphony Orchestra, whose sessions were sponsored by Chicago Title & Trust.)

"Television has just scraped the surface of its possibilities," Mr. Long believes. "A combination of co-sponsorship and development of production techniques will gradually make the price of production itself commensurate with the returns. But it still boils down to old-fashioned timebuying based on what the client needs."

Mr. Long lives in Wilmette, a Chicago suburb, with his family—his wife, the former Anne Edwards, Christine 10 and Eric 4. He likes swimming—and, of course, art.

JUNE 5, 1953--100,000 WATTS

MARCH 9, 1953--50,000 WATTS

JULY 15, 1949--16,300 WATTS

now operating at television's top power

... the Carolinas' first television station is also first to reach maximum power. Twenty-first station in the nation in sets served (eighth among single-station markets) WBTV reaches out to almost 4,000,000 people with effective buying income of $3,800,000,000.

The Television Service of

JEFFERSON STANDARD LIFE INSURANCE COMPANY

Represented Nationally by CBS TV Spot Sales

According to FCC Engineer, Edward Allen, 100,000 watts on Channel 3 equals 316,000 watts on Channels 7-13, 5,000,000 watts on UHF Channels. WBTV's low channel, maximum power and mountain-top transmitter, located 1090 feet above average surrounding terrain, give the station exceptional geographical coverage.

KWKH

is heard by 22.3% more families than all other Shreveport stations combined!

AVERAGE DAILY LISTENERS (S.A.M.)

Total the number of Average Daily Listeners to Shreveport's four other radio stations *combined*, and you find KWKH is still 22.3% ahead, in the rich Arkansas-Louisiana-Texas area.

Yet KWKH costs only 55.8% as much as that whole competitive group.

The audience figures above are from the new Standard Station Audience Report — the *more conservative* of the two recent audience surveys made in this area.

Ask your Branham man to give you the whole KWKH story.

KWKH

A Shreveport Times Station

50,000 Watts • CBS Radio •

SHREVEPORT Texas LOUISIANA Arkansas

The Branham Co., Representatives

Henry Clay, *General Manager*
Fred Watkins, *Commercial Manager*

BROADCASTING TELECASTING

September 28, 1953 Vol. 45, No. 13

ANA CROSS EXAMINATION PROBES RADIO–TV FUTURE

Chicago convention sessions put agencies, networks and government on the stand. All the old problems were discussed—plus a new one: what will color tv mean to the advertisers?

RADIO and television advertisers—some of the best in the business—are getting more than their money's worth out of the electronic media, the Assn. of National Advertisers was told by its own members at last week's Chicago convention.

These advertisers, supported by agency spokesmen, countered the familiar ANA theme song about the excessive cost of radio and television with specific examples showing that big budgets can bring bigger results, and smaller budgets are practicable, too.

Informative discussions covering color television (story page 29), FCC problems and time-buying techniques were high-spotted by success and technique stories narrated by spokesmen for such advertisers as Reynolds Metals, Folger Coffee and Buster Brown Shoes. The last-named sponsor has developed a radio-tv cooperative project.

Quality of commercials came in for scrutiny, too, with suggestion that all media do a bit of house-cleaning.

Even so, radio and tv emerged from the 44th annual ANA meeting without any new scare. Actually, these leading national advertisers had a chance to learn many facts of media life because they gave practical media men a chance to tell their side of the advertising story.

In a well-defined project to cast light on what ANA considers as "five basic problems of concern to advertisers," its radio-tv steering committee set up a representative television panel comprising network executives, advertising managers of leading firms, an agency representative and FCC Chairman Rosel Hyde. The purpose: to help tv buyers and provoke sounder advertising policies and practices.

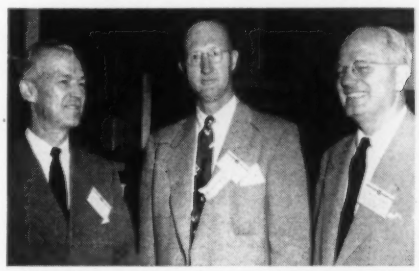
Stimulating Period

The questions and answers were stimulating —on such broad areas as FCC policy of issuing new tv permits, future dimensions of tv, network policies and practices, interests of regional advertisers, and colorcasting.

The questioning suggested that advertisers are deeply concerned over certain network practices requiring them to use specified numbers of stations and the need for better radio-tv rating methods to show them they are getting their money's worth.

There was an indication that many of them, particularly large advertisers, felt they should receive more appreciable discounts when they use more stations.

"The future of tv" was explored last Tuesday morning by a panel comprised of J. Leonard Reinsch, managing director, Cox Stations; Chris Witting, managing director, DuMont TV Network; Sylvester L. (Pat) Weaver, vice chairman of the NBC board in charge of tv programs; Robert Kintner, ABC president; J. L. Van Volkenberg, CBS Television president—representing the broadcasters; FCC Chairman Hyde—representing a Government agency; A. N. Halverstadt, broadcast-media manager, Procter & Gamble Co.; Ben R. Donaldson, advertising and sales promotion director, Ford Motor Co.; Wallace T. Drew, advertising manager, Bristol-Myers Co.; Stanley Pulver, media-



PRE-TV panel session gathering outside ballroom of Drake Hotel during ANA Chicago convention last Tuesday brought together (l to r) Comr. Rosel Hyde; A. N. Halverstadt, broadcasting manager, Procter & Gamble Co., and Marvin Harms, vice president and general manager, H. W. Kastor & Sons Adv. Co., Chicago.

broadcast manager, Lever Bros.—representing advertisers, and William Weddell, vice president in charge of broadcasting, Leo Burnett Co., Chicago, for the agencies.

Edwin Ebel, advertising-merchandising director, General Foods Corp., and head of the ANA Radio-Tv Steering Committee, served as moderator with Ellis Redden, advertising and sales promotion chief of Motorola Inc., presiding over this and other panels under the general theme of "The Future and Present Successful Use of Tv and Radio."

Joe Allen, ANA radio-tv director, also sat in.

J. Ward Maurer, advertising director, Wildroot Co., and outgoing ANA chairman, set the pattern when he cited the significance and value of an open session comprising a representative group in helping ANA resolve "perplexing problems." The panel was described as the first of its kind at any ANA convention.

It was noted, too, that half of all ANA members are smaller or regional advertisers and this question was raised in advance by Mr. Maurer: How can tv be sold to them? Other questions: What is the value of film programming? What opportunities are there for them to use "name" talent programs? What provisions will be made for those who want to cover a wide segment of tv ownership in a limited geographical area?

To get the answers, the panel first called on Chairman Hyde, special ANA guest, with Mr. Halverstadt firing the questions. The latter noted that most national advertisers have been "vitally concerned" with increasing tv expenditures. He also wondered about the latest engineering data on tv coverage.

Chairman Hyde explained general Commission policy and its tv allocations plan.

FCC has authorized 525 tv stations, of which 250 are in operation in 166 markets, and has on file applications which would permit 200 more outlets—perhaps 750 stations when mutually exclusive hearings are settled by next year's end. This figure would cover about 80% of the U. S. population, he said. By the end of 1955 perhaps another 100 stations will be added. The Commission has about 1,000 applications on file, or about two and a half for each permit. He added that the high cost of tv station construction "cannot continue indefinitely," but he did not elaborate. He said that 48 additional stations have been authorized in 112 one-station markets, and there are competing applications in 24 of these markets.

Market Considerations

Asked about Commission policy seeming to favor issuance of permits to small-market stations, Chairman Hyde countered that it "appears to look bad for the Commission to seem to overlook" large markets in its processing line. However, he observed, many non-hearing applications come from small-market broadcasters, and "we can act promptly" on non-competitive applications.

Queried on local and spot revenue, Chairman Hyde said the Commission "does not conclude that a station must have a network affiliation to exist."

Mr. Reinsch asked whether FCC is doing anything to speed up the tv processing line. Mr. Hyde said it has given considerable thought to the length of hearings and has asked lawyers to shorten their presentations.

With Mr. Van Volkenburg on the receiving end, Mr. Donaldson asked about rising costs to advertisers, reliable data for national coverage, and the number of stations that should be used for "maximum coverage and minimum cost."

Mr. Van Volkenburg said CBS-TV has 140 stations but has added 12 basics, with advertisers required to use only 41 for some 21 million tv homes. By next January, the network hopes to deliver 22 million families, with advertisers permitted to use all or select groups of stations. The advertiser utilizes 63 stations on the average, but some are using as many as 100. The 1955 figure should be somewhere between the 1954 and 1956 figures, he said. By 1956, he guessed, set ownership will approach 95% saturation. CBS-TV ultimately hopes to have 225 stations in line—adding 125 supplemental.

Breaking these figures down, the CBS-TV

president said CBS's minimum group will consist of 59 stations serving over 35 million homes and accounting for 80% of all total retail sales. Mr. Van Volkenburg forecasts 1956 as tv's "ultimate" year.

A half-hour show in prime time now costs $25,875 and will jump to about $27,800 next year and $48,000 by 1956, he estimated. The minimum group of 59 stations will be a mixture of uhf and vhf, based on circulation only, he added.

Mr. Weddell claimed that a $48,000 charge for a tv show in prime hours would limit sponsorship to about 5% of the nation's advertisers. Mr. Van Volkenberg cited increased set ownership and market coverage, and said this would probably be the highest rate offered by CBS-TV

AMONG representatives of advertisers and agencies at ANA Chicago convention were (l to r) Oliver Goldsmith, north regional assistant to the advertising manager, Pure Oil Co.; Hale Talbot, Pure Oil advertising manager, and Strother Cary, vice president for advertising, Leo Burnett Co.

Speaking for ABC on questions posed by Mr. Drew, Mr. Kintner said network policy should be flexible on station coverage and reported his network plans to "add every station in the country that will give viewers a new signal." He expressed hope for development of a bonus system "for small markets" to keep costs down, or some sort of frequency discount system.

Mr. Kintner said he didn't feel rates should come down where new outlets are authorized in previous one-station markets, and that one- and two-station markets are too high-priced. Rates, he observed, should be based on true value of programming, circulation, ability to get into homes, and other factors, not on the number of competing stations in any one city.

In response to another question, Mr. Kintner said the melding of various creative abilities was the only solution to the dispute over network—and advertiser or packager-owned shows. A network has the right, he believes, to allocate better programs to prime time, whatever the advertiser may feel.

Another question plaguing advertisers, Mr. Drew said, is why daytime rates should be, say, 50% of nighttime rates when sets-in-use figures are not necessarily proportionate. Mr. Kintner cited Nielsen surveys, indicating daytime rates were not too high and that, in fact, daytime may well be underpriced.

Mr. Kintner also conceded a need for better research data, but said NARTB is compiling figures on this project.

An exchange between Mr. Case and Mr. Witting brought a protest that the regional advertiser has been "forgotten and treated no better than the single-station advertiser." Mr. Witting said DuMont affords regional advertiser discounts and recounted lack of cable facilities and thus prime network time, involving negotiations with AT&T. He related DuMont network's success with regional sponsorship on five different series of football telecasts.

Film Valuable

Film programming is the regional advertiser's best bet, he felt, with network selling regional sponsorship on name talent shows. While co-op planning is limited by facility considerations, he acknowledged, network cost to the initial advertiser is lowered. DuMont has "spent millions" on projection equipment and kinescoping, he noted.

Mr. Witting characterized regional advertising prospects as "bright," claiming that 1,876 out of 2,000 such advertisers have bought spot. Local budgets also drew discussion.

Mr. Reinsch cited instances in Dayton and Altanta where small firms "shot the works"—ranging from as little as $35 per week budgets—and got a "justifiable return." He said: "It doesn't take a fortune to get into television." Mr. Reinsch also felt "tall towers" help a station do a sales job for advertisers.

FCC Chairman Hyde interposed that "long distance reception" such as an example of 170 miles given by Mr. Weddell won't be eliminated but will be curtailed. He said FCC is getting a lot of mail protesting interference from new tv stations.

Mr. Pulver noted that many ANA members are wondering about color tv—principally whether stations will be network or local, cable interconnections and kinescopes, screen sizes, converters and compatibility, widespread market coverage, and new production techniques.

Mr. Weaver summarized cost of station conversion to color, nationwide colorcasting prospects, competition in the home between monochrome and color sets, set manufacturing estimates, NBC color plans, and other factors.

(See Mr Weaver's comments on color tv, page 29.)

But if advertisers were preoccupied with high tv costs, they also received glowing testimonials from brethren who had used tv—and radio, too—and were happy to pass along their case histories.

John H. Boyle, radio-tv director, Reynolds Metals Co., told how his firm uses NBC-TV's *Mr. Peepers* to open the door for its salesmen. He said it was "expensive" in view of an estimated $2 million annual tab for the show—the largest single item in its budget.

"But when you look at it from the viewpoint of results . . . the tremendous audience it reaches . . . the traceable sales response it has stimulated . . . then television can be regarded as very inexpensive, indeed. We can say that television . . . has been inexpensive and resultful on the basis of its record last season," he said. *"Mr. Peepers,"* he noted, "helps us to sell aluminum."

OTHER interested parties at ANA convention were Morris Mines (l), advertising manager of Celanese Corp. of America for campaigns and chemicals, and Charles W. Rice Jr., advertising manager, American Viscose Corp.

Jack De Weese, assistant to the advertising manager of J. A. Folger Co., recounted how his company has used spot tv successfully as a supplement to other media on behalf of its coffee. He claimed that "costs of producing and filming a program are so astronomical that for regional advertisers it is completely out of the question" and that syndicated programs have certain disadvantages. With tv spots, he observed, Folger has been able to amortize costs over enough telecasts to bring them within price range.

Folger believes, he concluded, that "television is a great and powerful addition to the advertising media available for our use. We don't think it replaces radio, or any other of our media. But we do believe that, used in conjunction with them, television enables us to do a better, more complete advertising job."

Robert Stolz, advertising manager of Brown Shoe Co. and president of the St. Louis Advertising Club, described a plan that expanded tv coverage in terms of a transitional radio method. His firm transferred the cost of a network show *(Buster Brown Gang)* to its dealers.

The plan is known as the Buster Brown Radio-Tv Cooperative Project and originally called for a 52-station tv network. Dealers

WEST RE-ELECTED TO ANA PRESIDENCY

PAUL B. WEST was re-elected president and B. R. Donaldson, advertising and sales promotion director of Ford Motor Co., was elected board chairman of the Assn. of National Advertisers at its 44th annual convention in Chicago last week.

Mr. Donaldson, who will serve for one year, succeeds J. Ward Maurer, advertising director of Wildroot Co. Guy Berghoff, Pittsburgh Plate Glass Co., was elected vice chairman.

William Brooks Smith, director of advertising, Thomas J. Lipton Inc. and Harry J. Deines, general advertising manager, Westinghouse Electric Corp., were re-elected to the ANA board for three, and two-year terms, respectively, and Charles W. Rice, advertising manager, American Viscose Co., was elected to the board for a one-year term.

Elected for three-year terms were Storrs Case, advertising manager, Sun Oil Co.; Edwin W. Ebel, director of advertising and merchandising, General Foods Corp.; George Park, manager, advertising and sales promotion department, marketing services division, General Electric Co., and M. F. Peckel, manager, consumer relations department, International Harvester Co.

Mr. Donaldson **Mr. West**

were urged to buy time on their local radio outlets, with Brown providing half-hour tapes. Same arrangement was afforded dealers in uhf-vhf areas where it had no tv outlets. The formula proved successful only this year.

Small part of the budget goes into radio tapes and extra film prints. The firm now uses 75 tv stations and 203 radio outlets—"a great part of the charge being carried on by our own dealer organizations who want radio and know it is still a bargain in their trading area." Plan is described as one bridging the gap between radio and television, particularly in uhf-only markets without too many sets in operation.

Wednesday morning sessions included talks by Ben Duffy, BBDO president, who spoke on "Evolution or Revolution in Media," and Sigurd Larmon, president of Young & Rubicam Inc.

Mr. Duffy called for more media research in view of increased media costs—especially in tv —and lauded work done by the Advertising Research Foundation which operates on a tripartite basis for media, advertisers and agencies. He felt that "already we are beginning to get the benefits of excellent three-way cooperation." Among its projects, he said, is a comprehensive study of radio-tv rating methods. He urged media people to check ARF before spending a dime on any major circulation studies, and foresaw the day when it might serve the same function as the American Audit Bureau of Circulation.

Mr. Larmon launched a severe attack on tv commercials and radio-tv programs, and also urged media to clean house by "frequent audit and self-examination." (See separate story, following page.)

Advertising "abuses" also cropped up in another report. Mr. Maurer reported on the liaison program with the Federal Trade Commission. Advertising, he said, "has a great responsibility to see to it that advertising's effectiveness is not jeopardized through abuses by a small minority of individual advertisers."

Other Activities

Other ANA highlights included a presentation by the Advertising Council—"Advertising and Today's War for Survival," with a talk on "Three Tales from Moscow" by Ad Council President Theodore Repplier, and a luncheon address by Sherman Adams, special assistant to President Eisenhower. Mr. Repplier discussed Radio Free Europe.

ANA's new slate of officers (see story, opposite page), was elected at a Monday luncheon session following open meetings that morning dealing with economic trends and maximum use of advertising's resources. Closed session topical sessions were held that afternoon. Seymour Mintz, Admiral Corp., was one of the moderators.

Profitable new advertising strategies were taken up Tuesday afternoon, with Ray Weber, Swift & Co., advertising manager, presiding. Included were talks by John Tinker, McCann-Erickson, who discussed creative abilities in media; C. J. Allen, Gardner Adv. Co., who urged as much applied study and research at the point-of-sale level as in radio-tv and other media; and John McLaughlin, Kraft Foods Co. advertising and sales promotion manager, who talked on retail advertising at the case history level.

Annual banquet was held Tuesday evening, with Gordon MacRae, radio-tv-movie singing personality, as m.c. for talent and music supplied by NBC.

ANA DELEGATES PRAISE CHICAGO COLOR SHOWING

On the color tv front last week: In Chicago, delegates to the ANA convention acclaim RCA's demonstration of NTSC color; at Sun Valley, Idaho, Comr. E. M. Webster tells NARTB Dist. 14 the FCC will not be hurried in approving the compatible system, and in Washington, the deadline for oppositions and comments to NTSC passes with no significant filings.

COMPATIBLE color tv, demonstrated by RCA, won the acclaim of advertisers, agency representatives and press observers last week in its midwestern premiere during the convention of the Assn. of National Advertisers in Chicago's Drake Hotel.

Consensus was that color tv has technically arrived, with virtually no imperfections, and that it remains for the FCC to approve the standards and the industry to proceed with colorcasting plans.

Meanwhile, in Sun Valley, at the NARTB Dist. 14 meeting Sept. 21, FCC Comr. Edward M. Webster cautioned broadcasters not to expect a hurried decision—as far as he was concerned, not until he had had sufficient time to study the documents and see the demonstrations.

And, in Washington the Sept. 23 deadline for replies and counter-comments to those advocating the compatible color standards developed by the all-industry National Television System Committee came and went with no significant filings. Four documents were submitted. Two of them, from unidentified individuals, were oppositions to the NTSC signal specifications. The third was a suggestion regarding 3-D tv. The fourth was a restatement of a recommended method of making the field sequential system compatible [B•T, Sept. 14].

The three closed circuit Chicago demonstrations—for ANA members Monday and Tuesday evening and for the press Tuesday afternoon—were telecast from New York's Colonial Theatre.

After the showings—and during an ANA tv panel session—NBC plans for conversion of top shows into "color premieres" were revealed by Sylvester L. (Pat) Weaver, vice chairman of the NBC Board in charge of tv. He was accompanied by O. B. Hanson, NBC vice president and chief engineer.

Slated for colorcasting are an opera and Bob Hope and Donald O'Connor programs, it was reported. Upon FCC approval the "premieres" will go out over the air in color. If they are telecast before the Commission gives its approval, they will be in the form of dress rehearsals, with regular broadcasts following in black and white. The opera color telecast is slated for Oct. 31 and the other programs sometime in November, Mr. Weaver reported.

Comparative Showing

At the Chicago demonstrations, RCA spotted three 14-inch developmental receivers, each alongside a monochrome set, throughout the room enabling observers to make quick comparisons. There was no color spill-over, such as in the earlier CBS disc system, the colors remained sharp and stable throughout.

Pastel and primary colors of the performers —Nanette Fabray and the *Hit Parade* dancers —came out realistically, and there was no color "run" even when George Burton's tropical birds fluttered in view. The same held true when the picture flashed a bouquet of flowers.

Observers also commented on the fact that the color pictures were just as sharp as the black and white images, and some even felt that the monochrome version of the compatible system—whereby color was shown on black and white receivers—was better than ordinary monochrome transmission.

Answering questions put to him by Stanley Pulver, Lever Bros., during ANA's tv panel session Tuesday, Mr. Weaver said transcontinental connection with the West Coast for

EXECUTIVES of ABC and Kraft Foods Co. engaged in informal discussions before panel session on the future of television got underway at ANA convention in Chicago. L to r: John B. McLaughlin, advertising and sales promotion manager for Kraft; Alexander Stronach Jr., vice president in charge of programming, ABC-TV; Ernest Lee Jahncke Jr., vice president and assistant to the president, ABC, and John Platt, vice president in charge of advertising, Kraft Foods.

color will be completed this year. He felt kinescopes would be considered satisfactory "at this stage of its development."

Noting the Oct. 15 date set by the FCC for color demonstrations in New York and cocking an eye toward FCC Chairman Rosel H. Hyde, another panel member, Mr. Weaver elicited a few chuckles when he said that it is "expected within the industry that action will be taken promptly" on approval of color tv.

Mr. Weaver said the average cost to a station would run about $22,000—"5% of profits last year"—but, with respect to cost to advertisers, he felt that "the extra cost of color alone in television is not anything like the extra cost of growth and development within the industry itself"—like station coverage, etc. He attributed advertisers' qualms to "radio-thinking" and claimed "any advertiser with a budget of $100,000 could get national coverage, including color tv."

The NBC vice chairman noted that programming must be good enough to stimulate set sales and that "there is no reason to believe black and white sets will be replaced in the home, when color arrives. They will be shifted to the bedroom or other rooms."

TALKING things over at ANA convention were J. Ward Maurer (l), advertising director, Wildroot Co., and Bill Smith, advertising director, Thomas J. Lipton Co. Mr. Maurer, outgoing board chairman of ANA, presided over special luncheon and business session Monday.

Mr. Weaver predicted perhaps 50,000 color sets on the market by the fall of 1954 although probably "everybody will be wrong on their estimates." He guessed that there will be between three and four million sets by the end of 1955.

Color Commercials

Advertisers who make commercials on film should do them in color and "learn a lot about techniques," Mr. Weaver said. He disagreed with William Weddell, Leo Burnett Co., who suggested that the first link in the color tv chain might be the colorcasting of commercials. "This would hardly move sets," Mr. Weaver countered, stressing the value of good programs first.

Comr. Webster's admonition not to expect FCC approval of the NTSC specifications too quickly, echoed what FCC Chairman Rosel H. Hyde has said previously.

Both base their caution on the fact that color standards, when adopted, will remain fixed for a long period of time once the public has a substantial investment in color tv receivers.

Comr. Webster put it this way:

I cannot impress upon you too strongly the fact that once this decision is made and color television becomes an actuality in all likelihood there will be no turning back. Once color television receivers are in general use by the public it will be impracticable to change the standards should we subsequently find that an error has been committed. . . . I feel that I must examine the proposal in an extremely critical manner to be absolutely sure that my trust to the public is carried out. . . . This does not mean that I am going to be dilatory . . . our ultimate goal is a correct decision based on a thorough analysis of the reports and tests rather than a quick decision superficially made.

Further, he said:

While we have been apprised from time to time of the progress being made by the NTSC, certainly no fair-minded, serious thinking person would insist that the Commission could, in a few days, thumb through more than a thousand pages of NTSC reports contained in sixteen volumes and arrive at an appropriate decision based on such a cursory examination. I cannot permit myself to be forced into a premature conclusion by those whose special interests would place them in a position of benefiting by an early decision.

Comr. Webster recalled that he expressed the hope that a compatible system would be developed when he appeared before the Senate Commerce Committee on his renomination as a commissioner in 1949. He also recalled that he had voted in favor of the CBS field sequential, non-compatible system in 1950 on the ground that no compatible color method had been shown to be feasible.

That the commissioner-engineer is impressed with the NTSC recommendation was made clear. He paid tribute to the members of NTSC for the results of their development and added: "Preliminary examination of these petitions indicate that the proposal has excellent possibilities of meeting the criteria established by the Commission in 1950, with compatibility as an additional feature."

Filed during the last week was a proposal for a 3-D color system by Otto Luther, New Preston, Conn. Also filed were documents in support of a "compatible field sequential system" by Marshall Soghoian and S. L. Cook Jr., engineers employed by Research Instrument Inc., Richmond, Va. In discussing their proposal, the two scientists estimated that color receivers using their "window" method would cost about $425 for a 14-in. picture, compared to the $800-$1,000 predicted for initial receivers with the NTSC standards.

Individually, there also were filed communications from Eugene H. Ostrow, Forest Hills, N. Y., and from Philip J. Grimm, Port Jefferson, N. Y. Both questioned the sincerity of the NTSC proposals.

Passing The Color Buck

ONE of the laugh-getters during ANA's tv panel discussion last week was an exchange involving ABC President Robert Kintner, NBC Vice Chairman Sylvester L. (Pat) Weaver, and J. Leonard Reinsch, Cox Stations. Mr. Kintner asked Mr. Weaver what he thought it would cost to equip a television studio overall for color. This paraphrased dialogue followed:

Mr. Weaver: Oh, I can't guess. You should know that, Bob. Let's ask Leonard.

Mr. Reinsch: It would cost around $450,000 for a complete studio job including transmitter, but that can be modified for about $22,000.

Mr. Kintner: I would say it would cost between $800,000 and $1,000,000 to equip a complete studio. Incidentally, Pat just whispered to me that $450,000 was the average profit for a tv station last year.

LARMON CLAIMS TV CODE VIOLATED

Young & Rubicam's president asserts at ANA convention that tv is not doing so well in living up to its voluntary standards. He also hits other media, asking for an 'audit' of advertising activities.

HOW well is television living up to its Code of Good Practices?

Not so well, in the opinion of Sigurd Larmon, president of Young & Rubicam, who last Wednesday spoke at the Assn. of National Advertisers' convention in Chicago. He also called on other media to "audit" their activities as well.

Mr. Larmon said he checked Y & R's radio-tv department a few weeks back and found "there were 160 cases of programs exceeding the standard commercial time, ranging from a few seconds to single commercials over 10 minutes long in a 15-minute program." He said "frequent instances of triple-spotting" during station breaks and "other abuses" also were noted.

Mr. Larmon said a total of 21 stations in six cities—ranging from one- to seven-station markets—were monitored one day each, amounting to 280 hours and 50 minutes of television. "In all but one case, network and independent alike," he said, "there was found what can only be called obvious abuse of the standards set up by the industry itself to regulate commercials." Mr. Larmon said:

. . . These audits should cover all phases of advertising activity.

Not only television commercials, but television and radio programs as well. There is too much blood and thunder, crime and violence, especially during hours when children are watching. There are complaints, as you well know, of too many giveaway shows, promoting the idea that it is not only possible but easy to get something for nothing. There is too much public parading of private miseries.

So it is to be hoped that the plan of the NARTB to make an audit of the excessive use of commercials is the first step along a path that will get longer and wider until it makes Lake Shore Drive in Chicago look like a pony track.

We have been using television as an example. But our slip is showing in other directions. You cannot be unaware of criticism of publication and outdoor advertising—some of it, in my judgment, merited—of conflicting, confusing and often extravagant claims; of testimonial advertising for alcoholic beverages and cigarettes that associate success and distribution with the use of these products.

And, while we are about it, let's not just point the finger at media. How about the advertisers and the agencies who attempt to introduce unethical claims and questionable practices into our channels of communication to the public

B•T BEGINS 23RD YEAR OCT. 15 WITH MOVE TO NEW BUILDING

BROADCASTING PUBLICATIONS Inc., will move into its own building in Washington on Oct. 15, starting its 23rd year as publisher of BROADCASTING • TELECASTING.

The modern eight-story BROADCASTING • TELECASTING Bldg., 1735 DeSales St. at Connecticut [P.O. Zone 6], was acquired a year ago and has been completely rebuilt. It is located across DeSales St. from the Mayflower Hotel in the heart of Washington's fastest-developing business and hotel area, and two blocks from NARTB headquarters.

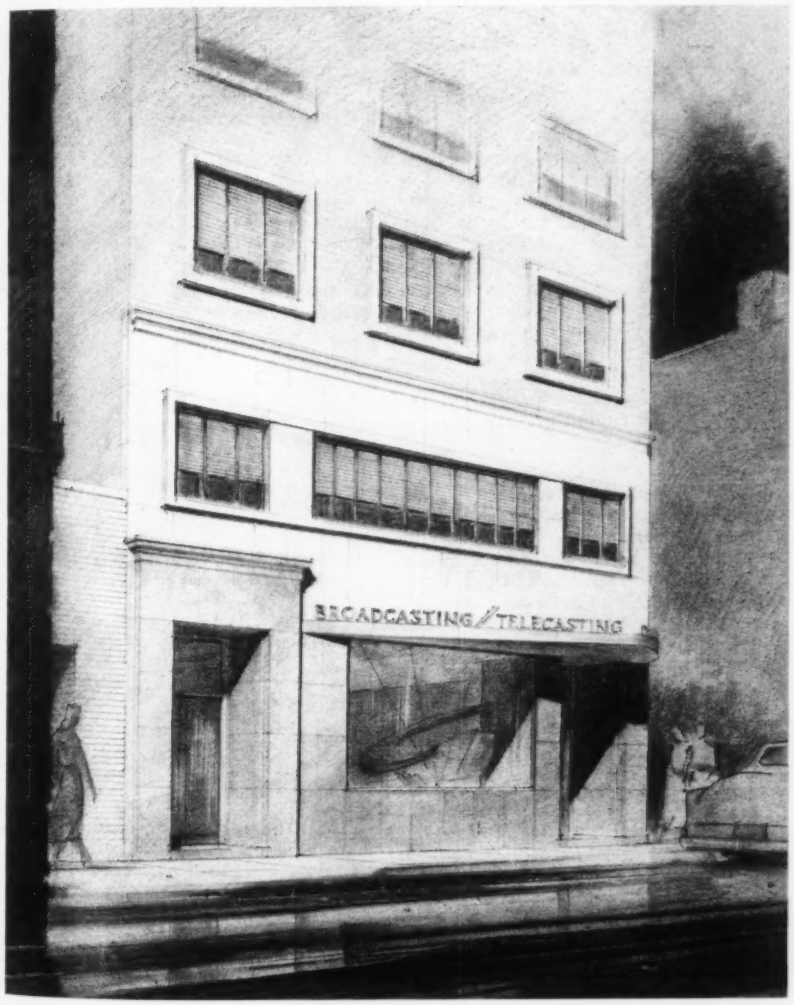
Designed as a radio-television center, the building will include such tenants as Washington headquarters of CBS, of which Earl H. Gammons is vice president; ABC, with Robert H. Hinckley as vice president; executive offices of Jansky & Bailey Inc., radio and television consulting engineers; McKenna & Wilkinson, attorneys; Pike & Fischer Inc., legal publishers; Fischer, Willis & Panzer, attorneys.

One of Washington's most modern structures, the building will house the executive, editorial, advertising and circulation offices of Broadcasting Publications Inc. It represents an investment in the neighborhood of $700,000.

Starting Oct. 15, 1931, with two rooms at 870 National Press Bldg., BROADCASTING • TELECASTING has outgrown its present quarters as the staff has expanded to three score employes.

The new building contains a central radio and television antenna system. The structure is faced with Cold Spring, Minn., red granite topped by golden-veined Alabama limestone and buff brick. The lobby is decorated with Tennessee red marble.

Architect was Leon A. Chatelain Jr., FAIA. Contractor was M. Cladney Construction Co. Inc.



Architects' Sketch of New Broadcasting • Telecasting Building at 1735 De Sales St. at Connecticut, Washington, D. C.

ADVERTISERS & AGENCIES—

WHITE SETS ENTIRE AD BUDGET FOR TV

Sewing machine firm will place quarter of a million dollars into the nationwide campaign —and will skip newspapers and magazines.

WHITE Sewing Machine Corp. has allocated its entire advertising budget of a quarter of a million dollars into its first national television campaign, forsaking newspapers and magazines to do so.

Sidney A. Small, vice president, last week announced the campaign for the company's department store division, which will use television spot announcements in the country's major market areas. He said "television has been employed to reach more women at times when they are in a buying mood in cities where the greatest volume of sewing machines are sold."

The announcements, which were launched on Sept. 22, have been planned to reach more than 2,000,000 viewers per day in areas carefully selected to coordinate with White's department store distribution.

The spots will be carried in 200 markets, varying from one to four announcements per day, five days a week, for 26 weeks.

With the accelerated interest in home sewing, Mr. Small said he is optimistic about the sales quota set for the last quarter of 1953. "Television brings the sales message right into the home, and is expected to produce the sales boom," he said, "because films heighten women's instinctive interest in creative sewing, tv strengthens local department store newspaper advertising and film commercials invite sales with a concluding announcement each day offering a free home trial to the customer."

The films include a cut-in at the conclusion for the names of the stores where White sewing machines are sold locally. The theme of each film is that "you can dress yourself and your family, easily and inexpensively with the aid of a White, the American-made sewing machine."

The films were made by Robert Lawrence Film Productions in conjunction with the television staff of BBDO, New York.

New York State CIO Plans $100,000 Radio-Tv Drive

NEW YORK State CIO plans to spend about $100,000 in the next 10 months on radio and television programs and on pamphlets designed to "educate" the general public on state and national affairs, Louis J. Hollander, president of the organization, announced last week.

Mr. Hollander stressed that the radio and tv broadcasts, as well as the pamphlets, will be directed not only to a labor audience but also to farmers, small business men, professional persons and government employes.

Hutchinson Expands Budget

HUTCHINSON Chemical Corp. has set a $200,000 radio-tv budget for 12 months starting Oct. 1 on behalf of its automobile wax. Agency is Roberts, MacAvinche & Senne, Chicago. Firm will expand 10-minute film show to some 60 tv markets and air spots on radio stations jointly owned with tv outlets. Commercial message utilizes mail order pitch, according to the agency. Radio-tv campaign has been underway for some months and represents an expansion of the budget.

Gillette Sponsors Series Again on Mutual NBC-TV

RADIO and television coverage of the World Series between the New York Yankees and Brooklyn Dodgers, starting this Wednesday, will be provided again by Mutual and NBC-TV under the sponsorship of the Gillette Safety Razor Co., Boston. The agency is Maxon Inc., Detroit.

Air time will be at 12:45 p.m. EST, except for a potential Sunday game, which will be at 1:45 p.m. EST. Mel Allen and Red Barber will handle play-by-play and commentary on television, and Al Helfer, Gene Kirby and Bill Corum on radio.

Gillette also is sponsoring a 15-minute pregame program on Mutual and NBC-TV, featuring Frankie Frisch in interviews with Series participants. This is said to be the first time in World Series history that players and other personnel have been permitted to appear on radio and television immediately before each game.

Under the joint sponsorship of Gillette and Bacardi Importing Co., the games will be carried for the first time on the CMQ Network in Cuba. By means of equipment from General Precisions Labs., set up in the studios of WTVJ-TV Miami, the tv action will be received, recorded and produced in time to be flown to Cuba and placed on the CMQ Network 90 minutes later.

NEW BUSINESS

International Harvester Co., which started Mon.-Fri. quarter-hour Alex Dreier's *Man on the Go* series on 65 NBC stations Sept. 7, has signed for network expansion which will bring total to 135 stations by Oct. 5. Advertiser added 27 stations Sept. 14, another 27 last Monday, has signed for 15 more starting today (Mon.) and will add another next Monday. Agency: Young & Rubicam, N. Y.

Reynolds Metals Co., N. Y., will sponsor Little Brown Jug Harness Race for three-year old pacers from Delaware, Ohio, over CBS Radio on Thursday, 7:30-7:45 p.m. EST. Agency is Buchanan & Co., N. Y.

Miles Labs to sponsor quarter-hour *Break the Bank* five times weekly on NBC Radio, Mon.-Fri., 10:45-11 a.m., effective Sept. 28 [CLOSED CIRCUIT, Sept. 14]. Agency: Geoffrey Wade Adv., Chicago.

Lever Brothers, N. Y., signs for two one-minute weekly participations on *Today,* NBC-TV, Mon.-Fri., 7-9 a.m. effective in November. Good Luck Margarine and Lux Liquid will be first products promoted on spots with other products to follow on rotating system. Lever contract was placed direct.

Smith, Kline & French Labs., Philadelphia (pharmaceutical products), will sponsor six special *March of Medicine* programs over NBC-TV in October, November, December, April, May and June, with first telecast on Oct. 8 from 10-10:30 p.m. EST. Agency is Doremus-Eshleman, Phila.

Armour & Co.'s segment of NBC-TV's *Your Show of Shows,* alternate Saturdays, 8-8:30 p.m. CST, is being carried live by 60 stations. Agency: Foote, Cone & Belding.

MPTV TO PUT $30 MILLION INTO SERIES

Six 'top name' tv film series will be produced under the program. Project is estimated at $30 million.

A PRODUCING-releasing program described as the "most ambitious in television history" was announced Thursday by Matthew Fox, chairman of the board of Motion Pictures for Television Inc., in disclosing plans for producing six "top name" television series at an estimated cost of $30 million.

Mr. Fox made his announcement in Culver City where *Duffy's Tavern,* the first of new films being financed by his company, started production with Hal Roach Jr. as producer. The series, which is a project distinct from the six planned programs, will be produced in 117 filmed shows at the rate of 39 a year for three years at an estimated total cost of $4,680,000.

Three-Year Schedules

Details on the six new tv shows, Mr. Fox continued, will be announced within the next four weeks. He said that, where possible, each of the shows will be budgeted on a three-year schedule costing about $5 million each for 117 programs at a total cost of about $30 million.

Mr. Fox declared that the new MPTV program launches two "revolutionary strides in television." He pointed out that the *Duffy's Tavern* show and subsequent programs will be produced both in Eastman color and in black-and-white, and that all of the series will be made available to local television station operators only, not to national networks.

"Heretofore, top 'name' programs and properties have been filmed or produced only for national networks," Mr. Fox said. "As a result, the local television operator, unable to compete because of vast expenditures, has been forced to get all his top 'name' talent and properties from national networks only.

Strength in Locals

"We, however, feel that the true strength of television's future lies in the strength of the local television stations. Accordingly, we will not consider network offers for *Duffy's Tavern* under our rigid principle of creating healthy new competition by giving the local television operator direct access to the top 'names' in the entertainment world, something never before possible."

Solid Tv Backing Asked To 'Combat Block Booking'

TELEVISION stations throughout the country were urged last week to put up a "solid industry facade" to combat "block booking" by certain tv film distributors.

The call for action by stations was sounded by Mark Hawley, president of Mark Hawley Assoc., New York, tv film program brokerage firm, who described "block booking" as a "major threat to the television industry." He charged some "distributing monopolists" are insisting that tv films be purchased on their terms or "you don't buy at all."

Mr. Hawley said the solution lies in "block buying," with stations banding together to create "immense buying power . . . to be able to obtain the product they need at a fair and equitable price."

Argosy Gets Offer

SUBSTANTIAL offer has been made to Argosy Pictures Corp., Hollywood, to produce films for tv, the firm's president, Merian C. Cooper, admitted last week. He declined further comment until his partner, John Ford, returns from the East sometime this week. The independent firm produced "The Quiet Man," "Rio Grande," and "The Sun Shines Bright" for release by Republic Studios.

Tv, Movies Merger Seen Only on Pay-See Basis

MERGER of television and motion pictures will be feasible only on a pay-as-you-see basis, Adolph Zukor, board chairman of Paramount Pictures Corp., said at a Hollywood news conference Sept. 18.

Mr. Zukor said motion picture exhibitors should view subscription tv as merely another form of theatrical exhibition, under their absolute control and with them sharing in revenue from such showings. Paramount has an interest in the Telemeter subscription system to be tested in Palm Springs this winter, he admitted.

No Union

However, no union between commercial tv and the motion picture industry could be seen by the veteran theatre man. Pointing out difficulties in nation-wide showings of films, including coaxial cable costs and time differences, he could not see how such single showings could be made economically possible.

"I can hardly imagine sponsors footing the bill for picture showings on tv, which is one reason why commercialized showings of studio films would prove unfeasible," he said.

Grillo to Head ATFP; Stabler, Cobey, Morley Named

ALLIANCE of Television Film Producers, at its annual election Tuesday in Hollywood, named Basil Grillo, executive producer for Bing Crosby Enterprises, president. Robert Stabler, associate producer, William Boyd Productions, was elected vice president. Phil Cobey, comptroller, Flying A Productions, and Richard Morley are treasurer and executive secretary, respectively.

Mr. Grillo

The executive board consists of Chairman William Broidy, head of William F. Broidy Productions; Armand Schaefer, executive producer, Flying A, and Mr. Grillo.

New members, which bring total membership to 16 video film firms, are Guild Films Inc., Superman Inc. and Revue Productions.

XUM

CBS-TV NEWSFILM BEGINS OPERATION

KLZ-TV Denver is the first station to sign for CBS-TV Newsfilm's world-wide daily newsfilm service, which begins today (Monday). Heading the operation is Howard Kany, manager of CBS-TV news and newsfilm.

CBS-TV's world-wide Newsfilm service will be syndicated to individual stations, starting today (Monday), it was announced last week by Sig Mickelson, CBS-TV director of news and public affairs.

The first station to sign for the new service, Mr. Mickelson said, was KLZ-TV Denver. Service also will begin immediately to CBS-TV's WCBS-TV New York, WBBM-TV Chicago and KNXT (TV) Hollywood.

Non-Exclusive Basis

Sales to stations will be made on a non-exclusive basis. In order that stations may use the film on the same day as it is shipped, shipments will be made Monday through Friday by air express. Each shipment is said to consist of 12 minutes of news coverage, including feature, national, international, and spot news.

The contract for KLZ-TV was signed by Hugh Terry, general manager.

The syndication service will offer daily, fully scripted newsfilm, including both sound-on-film and silent film coverage of spot news, newsfeatures and news background stories from all parts of the world. The Newsfilm syndication will be sold to television stations everywhere through CBS Television Film Sales.

"The organization of Newsfilm last May and the inauguration of the syndication service next week," Mr. Mickelson said, "are decisions made by the network after several years of observation of the present and consideration of the future of television news. . . . The future of news on tv is crystal clear. It will undoubtedly become a constantly increasing and ever more important part of our lives in the future. For these reasons, and to assure the continued superiority of CBS Television in the field of broadcast news coverage, the network has created its own world-wide news gathering organization and is now offering it in a daily syndicated service to any purchaser."

250 Correspondents

CBS-TV Newsfilm currently has more than 250 correspondents in this country and abroad. The overseas division, headed by Newsfilm Foreign Editor Frank Donghi, has staffmen in London, Rome, Paris, Berlin, Frankfort, Vienna, Tokyo and Korea and correspondents in other important news centers. Foreign news gathering companies associated with Newsfilm include such organizations as BBC, London; Actualite Francaise, Paris; INCOM, Rome; Nordisk Film, Copenhagen, and Austrian Newsreel, Vienna. Other similar arrangements are being worked out, according to Mr. Mickelson, and will be announced shortly.

National Newsfilm Editor Chester Burger has built a coast-to-coast news gathering organization, with correspondents and cameramen available in principal news centers. An estimated quarter of a million feet of newsfilm from all areas in the country flow into the New York offices every month, Mr. Mickelson said.

In charge of the entire Newsfilm operation is Howard Kany, manager of CBS-TV news and Newsfilm. Other Newsfilm executives include Jack Bush, syndication production manager; Karl MacIlvain, supervisor of technical operations; Elmer Lower, Washington manager; Frank Latourette, West Coast office manager; Joe McDonals, chief librarian, and Frank Baker, traffic manager. James Connors is business manager of CBS-TV news and public affairs. Assisting him as production controller for news and newsfilm is Dick Low.

UTP-Hayward Film Series

PARTNERSHIP deal involving over $2,800,000 has been made by Gross-Krasne Inc., actor Louis Hayward and United Television Programs Inc. for the production and distribution of 78 half-hour films based on the "Lone Wolf" stories. Under the contract, similar to those negotiated by major motion picture studios with stars, Mr. Hayward becomes a part owner in the series.

With a budget set at approximately $35,000 per half-hour film, the first 13 programs will be ready for UTP release by Jan. 1.

Filming starts this week at California Studios, Hollywood, with playwright William Kozlenko adapting the Louis Vance stories.

Murray, Bergen Plan Series

RADIO-TV stars Ken Murray and Edgar Bergen have formed Murray-Bergen Productions to film half-hour tv series, *Where Were You.* Mr. Murray will narrate the series, which is to be built around historic events of the near past. Ralph Staub, producer-director with Columbia Pictures on *Screen Snapshot* joins the new firm as director. Mr. Bergen will produce and handle distribution for the series.

Film Sales

SALES of the *Ethel Barrymore Presents* film tv show in 15 markets were reported last week by **Interstate Television Corp.,** which produces and distributes the series of 13 half-hour films.

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Guild Films, N. Y., announced last week that *Life With Elizabeth,* half hour tv film comedy show, was sold in 12 tv markets in its initial week of showing to sponsors and agencies. Sales in major cities included New York, Washington, Baltimore, Detroit and Seattle.

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INS Television Dept. announced last week that the *This Week in Sports,* filmed program, has been sold in six new markets under the sponsorship of **Schick Inc.,** Stanford., Conn., through **Kudner Agency Inc.,** N. Y. Stations are **WTAR-TV** Norfolk, **KSD-TV,** St. Louis, **WMCT (TV)** Memphis, **WJAR-TV** Providence, **WTVR (TV)** Richmond and **WDTV (TV)** Pittsburgh.

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WFIL-TV Philadelphia has purchased a **Tele-Pictures Inc.** film package of 26 feature length films, some including tv release dates of December 1953, for use on the *Ford Film Playhouse* it was announced by **Walter L. Tillman,** director of films for WFIL-TV.

Production

Alexander Film Co., Colorado Springs, Colo., announces recent tv commercial productions for the following organizations. **The Red Arrow Laboratories,** Waco, Tex., one 60-second and one 20-second film through **Ruthrauff & Ryan; Chrysler Airtemp Division,** Dayton, Ohio, eight 13-second and one 60-second film through **Grant Adv. Co.; Columbia Diamond Rings,** New York, three 46-second films; **Ralston-Purina Co.,** St. Louis, six 39-second and two 6-second films; **Edge Rite Corp.,** Brownwood, Tex., one 60-second and one 20-second film.

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Superman Inc., Hollywood, has completed filming second series of 26 half-hour programs in *Superman.* Executive producer **Whitney Ellsworth,** also editorial director of **National Comics Publications Inc.,** the production firm's parent company, announces preparation has started on a video film version of the cartoon property, "Tomahawk." New York negotiations are being conducted with a national sponsor, as are those for the sponsorship of a proposed dramatic film series aimed at the adult audience.

Random Shots

Three-panel story boards originated and copyrighted by **Harry Wayne McMahon,** president of **Five Star Productions,** Hollywood, have been mailed to 500 advertising agency tv directors and account executives throughout the country. The device aids writers of tv commercials in communicating ideas clearly to other creative personnel, according to Mr. McMahon.

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Les Hafner & Co., Culver City, which has tv film rights to over 5,000 **Mark Hellinger** short stories and comic strips, "Kerry Drake" and "Rex Morgan, M.D.," will pre-sell the proposed video versions with a full-length feature film treatment of each for theatrical release. "Kerry Drake," being written by **Malvin Wald,** goes into production next month. Mr. Hellinger's final screenplay, "Thousand Dollar Window," goes before the cameras in December.

Film People

Eugene M. Hoge, NBC-TV sales manager in Chicago, to Television Programs of America as account executive in the Chicago area.

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Robert S. De Tchon, until recently sales manager of WHK Cleveland, appointed account executive for TPA in Cleveland, covering Ohio, Western Pennsylvania, West Virginia and Kentucky.

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Gene Martel has been signed to a new contract by **Princess Pictures Inc.,** N. Y., to produce a series of feature films in Munich, Paris, Casablanca and Rome. The films will be released and distributed by **Vitapix Corp.** under an agreement with Princess Pictures [B•T, Sept.7].

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James E. Necessary, supervisor of tv coordination and production for the Bruce Brewer Adv. Agency, Kansas City, named midwest regional sales representative for **United Television Programs Inc.** with headquarters in Kansas City. He replaced **George Weiss,** who has been appointed UTP sales manager in New York.

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Irene Ryan, from New York office of **George F. Foley Inc.,** tv package and film producer, to Hollywood office as assistant to Kingsley F. Horton, vice president in charge. **Helen Wheeler** of George F. Foley Inc., returned from Rome where she was production coordinator of a film on the Italian photographic industry produced by Foley for the Italian government, assigned to production staff of *Tales of Tomorrow,* Foley package being filmed for tv in New York.

JULY GOOD MONTH FOR RADIO NETWORKS; 9 OF TOP 10 ADVERTISERS SPEND MORE

General Mills is the only radio network advertiser purchasing less time in comparison to July last year. New names in top 10 are Manhattan Soap and Kaiser Motors. Tv picture for July is similar, with Lever Brothers the only advertiser spending less this July than last. New tv top 10 name: Philip Morris.

UPTURN in network radio billings is clearly indicated by the table of top 10 network clients for July. Nine of the advertisers spent more money for radio network time than in July 1952 [B•T, Sept. 22, 1952], according to data compiled by Publishers Information Bureau. General Mills is the sole radio network advertiser whose time purchases in this medium decreased in comparison to its July 1952 billings.

Eight of the 10 leading radio network clients this July also were in the top 10 for July of last year. The new names are Manhattan Soap Co. and Kaiser Motors Corp., replacing William Wrigley Jr. Co. and American Home Products Corp. Same trend is noted in the product groups billings table, which shows 17 classes whose radio network time purchases were larger this July than last, and only seven classes with smaller billings than a year ago.

The tv network picture for July is almost identical to that of radio in comparison to July 1952, as shown by the PIB data. Of the top 10 tv network clients, nine increased their billings for the month over the same month of last year, Lever Brothers Co. being the exception. Philip Morris & Co. is the new name on this July's list, replacing Kellogg Co., which appeared on the list of July 1952 top 10 tv network advertisers.

The tv network product group billings breakdown for July shows 13 classes with increased time purchases, eight with decreased, as compared to July of last year.

Totals for both radio and tv network billings do not afford a fair comparison, as last year's figures do not include the time purchased for sponsored radio and tv broadcasts of the national political conventions, which were not available when the July 1952 figures were compiled. Adjusted network totals [B•T, Aug. 31] show this July ahead of last for both radio and tv network billings, however, even after the convention broadcast charges for July 1952 are included.

* * *

TOP TEN RADIO NETWORK ADVERTISERS IN JULY, 1953

1.	Procter & Gamble Co.	$1,184,268
2.	Miles Labs	650,244
3.	General Foods Corp.	528,173
4.	Gillette Co.	504,100
5.	Colgate-Palmolive-Peet Co.	443,022
6.	Sterling Drug	390,010
7.	Manhattan Soap Co.	311,278
8.	General Mills	294,805
9.	Lever Brothers Co.	284,874
10.	Kaiser Motors Corp.	266,770

TOP TEN TV NETWORK ADVERTISERS DURING JULY, 1953

1.	Procter & Gamble Co.	$1,024,752
2.	Colgate-Palmolive-Peet Co.	976,235
3.	R. J. Reynolds Tobacco Co.	752,950
4.	Gillette Co.	704,801
5.	Liggett & Myers Tobacco Co.	513,496
6.	American Tobacco Co.	478,028
7.	General Mills	473,691
8.	Lever Brothers Co.	467,600
9.	General Foods Corp.	463,821
10.	Philip Morris & Co.	389,733

* * *

LEADING RADIO NETWORK ADVERTISERS IN EACH PRODUCT GROUP DURING JULY, 1953

Product Class	Advertiser	Gross Time Purchased
Agriculture & Farming	Allis-Chalmers Mfg. Co.	$ 35,013
Apparel, Footwear & Access.	Seeman Brothers	16,306
Automotive, Auto. Access. & Equipment	Kaiser Motors Corp.	266,770
Beer, Wines & Liquor	Falstaff Brewing Corp.	115,499
Bldg. Materials, Equip. & Fixtures	Johns-Manville Corp.	71,555
Confectionery & Soft Drinks	William Wrigley Jr. Co.	129,906
Consumer Services	A T & T Co.	62,996
Drugs & Remedies	Miles Labs	650,244
Foods & Food Products	General Foods Corp.	520,147
Gasoline, Lubricants & Other Fuels	Standard Oil Co. of Indiana	107,696
Household Equipment & Supplies	Philco Corp.	133,717
Household Furnishings	Owens-Corning Fiberglass Corp.	71,850
Insurance	Prudential Insurance Co. of America	72,090
Jewelry, Optical Goods & Cameras	Jaques Kreisler Mfg. Corp.	22,500
Publishing & Media	First Church of Christ, Scientist	14,432
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	RCA	63,634
Retail Stores & Direct Mail	Dr. Hiss Shoe Stores	1,236
Smoking Materials	Liggett & Myers Tobacco Co.	315,323
Soaps, Cleansers & Polishes	Procter & Gamble Co.	762,562
Toiletries & Toilet Goods	Gillette Co.	504,100
Transportation, Hotels & Resorts	Assn. of American Railroads	63,392
Miscellaneous	American Federation of Labor	103,980

* * *

LEADING TV NETWORK ADVERTISERS IN EACH PRODUCT GROUP DURING JULY, 1953

Product Class	Advertiser	Gross Time Purchased
Apparel, Footwear & Access.	Griffin Mfg. Co.	$ 34,900
Automotive, Auto. Access. & Equipment	Ford Motor Co.	354,690
Beer, Wines & Liquor	Pabst Brewing Co.	222,180
Confectionery & Soft Drinks	Coca-Cola Co.	221,200
Drugs & Remedies	American Home Products Corp.	247,917
Foods & Food Products	General Mills	473,691
Gasoline, Lubricants & Other Fuels	Gulf Oil Co.	121,725
Household Equipment & Supplies	General Electric Co.	356,163
Household Furnishings	Simmons Co.	36,060
Industrial Materials	Owens-Corning Fiberglass Corp.	64,521
Insurance	Mutual Benefit Health & Accident Assn.	50,920
Jewelry, Optical Goods & Cameras	Speidel Corp.	62,490
Office Equipment, Writing Supplies, Stationery & Access.	W. A. Shaeffer Pen Co.	57,893
Publishing & Media	Crowell-Collier Publishing Co.	9,366
Radios, TV Sets, Phonographs, Musical Instruments & Access.	RCA	157,941
Smoking Materials	R. J. Reynolds Tobacco Co.	752,950
Soaps, Cleansers & Polishes	Procter & Gamble Co.	1,024,752
Toiletries & Toilet Goods	Colgate-Palmolive-Peet Co.	762,019
Miscellaneous	Quaker Oats Co.	55,800

* * *

GROSS RADIO NETWORK TIME SALES BY PRODUCT GROUPS FOR JULY AND JANUARY-JULY, 1953, COMPARED

	1953		1952	
	July	Jan.-July	July	Jan.-July
Agriculture & Farming	$ 75,384	$ 696,045	$ 34,491	$ 407,907
Apparel, Footwear & Access.	30,477	609,672	14,751	161,563
Automotive, Auto Access. & Equip.	606,665	3,698,637	195,521	2,239,884
Beer, Wines & Liquor	131,760	1,032,342	146,350	1,456,984
Bldg. Materials, Equip. & Fixtures	108,809	554,576	87,259	570,932
Confectionery & Soft Drinks	256,705	1,806,650	436,542	3,423,045
Consumer Services	135,285	1,465,497	129,639	1,351,468
Drugs & Remedies	1,580,388	12,868,346	1,364,235	12,424,835
Food & Food Products	2,728,011	21,624,316	2,150,616	21,505,090
Gasoline, Lubricants & Other Fuels	412,341	2,880,810	381,007	3,102,587
Horticulture	.....	107,324	.....	109,923
Household Equip. & Supplies	615,610	4,293,497	520,122	2,444,753
Household Furnishings	145,636	1,244,784	103,236	686,562
Industrial Materials	.....	733,827	12,907	1,178,361
Insurance	169,695	1,161,439	269,671	2,028,583
Jewelry, Optical Goods & Cameras	34,488	545,870	.....	527,048
Office Equip., Stationery, Writing Supplies & Access.	.....	366,312	.....	361,557
Political	.....	.....	10,182	97,335
Publishing & Media	16,768	132,094	48,048	468,298
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	142,491	1,255,683	107,419	866,574
Retail Stores & Direct By Mail	1,236	8,961	2,688	15,054
Smoking Materials	989,213	9,244,353	699,761	10,217,403
Soaps, Cleansers & Polishes	1,334,567	8,908,342	1,078,865	10,693,003
Toiletries & Toilet Goods	2,034,700	15,797,214	1,290,656	13,207,133
Transportation, Hotels and Resorts	63,845	475,467	57,512	541,435
Miscellaneous	438,427	3,092,539	396,916	2,908,034
TOTAL	$12,052,501	$94,604,597	$9,538,394*	$92,995,351*

Source: Publishers Information Bureau
*Does not include time charges for sponsored broadcasts of National political conventions.

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS FOR JULY AND JANUARY-JULY, 1953, COMPARED TO 1952

	1953		1952	
	July	Jan.-July	July	Jan.-July
Agriculture & Farming	.....	4,303	.....	.....
Apparel, Footwear & Access.	60,564	1,406,041	39,325	1,853,349
Automotive, Auto. Access. & Equip.	1,332,868	10,341,238	903,234	8,386,982
Beer, Wine & Liquor	422,990	3,795,311	292,948	3,423,818
Bldg. Materials, Equip. & Fixtures	.....	136,655	.....	329,014
Confectionery & Soft Drinks	271,645	3,215,616	273,751	2,922,927
Consumer Services	.....	367,590	65,132	175,385
Drugs & Remedies	586,186	5,139,680	312,074	3,003,896
Food & Food Products	3,387,205	22,293,992	1,922,254	19,133,492
Gasoline, Lubricants & Other Fuels	151,350	1,788,252	120,000	2,163,168
Horticulture	.....	6,113	.....	12,370
Household Equipment & Supplies	1,143,118	10,041,315	605,545	5,839,640
Household Furnishings	48,620	1,530,515	103,726	1,322,380
Industrial Materials	178,491	2,562,119	242,945	2,354,769
Insurance	50,920	679,832	46,958	226,568
Jewelry, Optical Goods & Cameras	115,581	1,609,389	151,511	1,270,144
Office Equip., Stationery & Writing Supplies	57,893	751,664	89,070	923,905
Political	.....	.....	.....	133,152
Publishing & Media	12,085	184,758	98,228	473,360
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	281,716	2,069,513	198,293	2,460,974
Retail Stores & Direct By Mail	.....	23,175	90,930	686,780
Smoking Materials	2,919,519	19,831,819	1,791,589	15,767,830
Soaps, Cleansers & Polishes	1,854,388	12,452,250	1,122,528	10,590,317
Sporting Goods & Toys	.....	51,723	.....	.....
Toiletries & Toilet Goods	3,096,048	19,804,744	1,832,826	14,489,768
Transportation, Hotels & Resorts	.....	222,774	.....	.....
Miscellaneous	154,080	1,328,799	48,310	1,052,598
TOTAL	$16,125,267	$120,639,180	$10,351,177*	$98,996,586*

Source: Publishers Information Bureau
*Does not include time charges for sponsored telecasts of national political conventions.

Bingo chips in the land of Paul Bunyan

Bingo parties require only a fraction of the corn grown each year in Paul Bunyan Land. 175 million bushels produced here last year! Much of it is fed to hogs, poultry, etc.; and thus makes more income for our farmers than by selling it.

With corn to shell and hogs to feed—home entertainment is important on the farm. In 82 counties they *listen* to WCCO more than any other station and *watch* WCCO in more than 62 counties.

One Station Coverage — Unmatched!

MINNEAPOLIS **WCCO** SAINT PAUL

CBS

RADIO—50,000 Watts—830 K.C. • **TELEVISION—100,000 Watts—Ch. 4**

(Radio Spot Sales) clear channel (Free and Peters)

ALMOST LIKE HAVING A LOCAL STATION
THE INCREASE IN POWER OF WMAR-TV
CHANNEL 2 BALTIMORE

HAS CHANGED OUR LOW FREQUENCY CHANNEL RECEPTION FROM SUPER FRINGE AREA TO SEMI FRINGE AREA

Checking reception on all types of receivers in many different locations locally and with all types of aerials for the past few weeks we know the increase in power of WMAR from 25KW to 100KW has eliminated The Bad Night on TV for us.

To Those Who Own TV Sets

Sometimes you may notice course lines in the picture of a black bar move across the picture. This is Hot Weather atmospheric conditions causing channel 2 New York to interfere with WMAR Baltimore. This will be less prevalent now with the power increase but you can usually get rid of this interference by moving your aerial around further to the West from where you usually get Baltimore. Try it.

To Those Who Don't Own TV Sets Yet

If you plan to buy TV. Now is the time. The New 1954 sets are here. The Prices are even lower than last year. All our sets have THE NEW CHANNELS already on them so you can get channel 16 Salisbury when it comes in a few months. No more 3 or 4 nights a week reception. You get it every night.

To WMAR-TV Baltimore

Thanks. The power increase has meant more pleasure for the viewers, stronger signal to the service bench for the TV servicemen. Easier demonstration facilities for the TV dealer. We appreciate this.

ONE YEAR FREE SERVICE WITH EACH INSTALLATION

MERRITT TELEVISION COMPANY

RADIO AND TELEVISION SALES AND SERVICE

Repairs on Irons, Toasters, Mixers and Cleaners

709 N. Division St. Phone 4832 Salisbury, Md.

This advertisement appeared in the Salisbury Times-Salisbury is 86 airline miles from Baltimore

NOW ON MAXIMUM POWER

In Maryland Most People Watch **WMAR-TV**

CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE, MARYLAND

Telephone MUlberry 5-5670 ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by **THE KATZ AGENCY, Inc.** New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

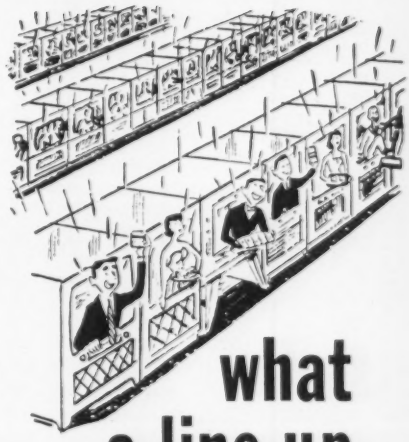
TELESTATUS®

Sept. 28, 1953

TV STATIONS ON THE AIR
and Reports of Tv Sets in Their Coverage Areas—

Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn affidavits. Totals for stations in each city represent sets claimed within total coverage areas of stations listed there. Coverage areas may embrace cities other than those where stations are listed, and no attempt is made here to define geographical limitations of station coverage or to identify cities within signal reach of stations that cover more than one city. Stations are listed in cities where they are licensed. Where coverage areas of stations in different cities overlap, set counts may be partially duplicated. If set estimates differ among stations in same city, separate figures are shown for each. Total U. S. sets in use, however, is unduplicated estimate.

City	Outlets on Air	Sets in Station Area vhf	uhf
ALABAMA			
Birmingham	WABT, WBRC-TV	161,000	.....
Mobile	WALA-TV	32,360	.....
	WKAB-TV	.....	39,900
Montgomery	WCOV-TV	.....	13,400
ARIZONA			
Mesa	KTYL-TV	71,500	.....
Phoenix	KPHO-TV	71,500	.....
Tucson	KOPO-TV	12,721	.....
ARKANSAS			
Fort Smith	KFSA-TV	.....	.....
Little Rock	KRTV	.....	30,000
CALIFORNIA			
Bakersfield	KAFY-TV	.....	15,000
Chico	KHSL-TV	.....	.....
Fresno	KMJ-TV	.....	40,458
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH, KTLA, KNXT, KTTV	1,652,206	.....
	KETH	.....	.....
Monterey	KMBY-TV	.....	.....
Salinas	KSBW-TV	.....	.....
San Diego	KFMB-TV, KFSD-TV	189,900	.....
San Francisco	KGO-TV, KPIX, KRON-TV	710,000	.....
San Luis Obispo	KVEC-TV	.....	.....
Santa Barbara	KEYT	371,332	.....
COLORADO			
Colorado Springs	KKTV	30,253	.....
Denver	KBTV, KFEL-TV	158,350	.....
Pueblo	KCSJ-TV	30,000	.....
	KDZA-TV	35,000	.....
CONNECTICUT			
Bridgeport	WICC-TV	.....	14,494
New Britain	WKNB-TV	.....	80,135
New Haven	WNHC-TV	635,190	.....
Waterbury	WATR-TV	.....	.....
DELAWARE			
Wilmington	WDEL-TV	150,927	.....
DISTRICT OF COLUMBIA			
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	467,000	.....
FLORIDA			
Ft. Lauderdale	WFTL-TV	.....	.....
Jacksonville	WMBR-TV	137,641	.....
Miami	WTVJ	188,000	.....
Pensacola	WEAR-TV	.....	.....
St. Petersburg	WSUN-TV	.....	39,000
GEORGIA			
Atlanta	WAGA-TV, WSB-TV, WLWA	330,000	.....
Macon	WETV	.....	15,200
Rome	WROM-TV	75,500	.....
HAWAII			
Honolulu	KGMB-TV	27,000	.....
	KONA	34,000	.....
IDAHO			
Boise	KIDO-TV	8,200	.....
ILLINOIS			
Belleville	WTVI	.....	127,000
Chicago	WBBM-TV, WBKB, WGN-TV, WNBQ	1,575,000	.....
Decatur	WTVP	.....	66,300
Peoria	WEEK-TV	.....	86,005
Quincy	WGEM-TV	27,200	.....
Rockford	WTVO	.....	42,000
Rock Island	WHBF-TV	215,000	.....
INDIANA			
Bloomington	WTTV	266,915	.....
Indianapolis	WFBM-TV	394,000	.....
Lafayette	WFAM-TV	.....	23,850
Muncie	WLBC-TV	.....	32,500
South Bend	WSBT-TV	.....	71,469
IOWA			
Ames	WOI-TV	142,085	.....
Davenport	WOC-TV	215,000	.....
Sioux City	KVTV	59,493	.....
KANSAS			
Hutchinson	KTVH	45,440	.....
Wichita	KEDD	.....	32,026
KENTUCKY			
Louisville	WAVE-TV	288,998	.....
	WHAS-TV	205,544	.....
LOUISIANA			
Baton Rouge	WAFB-TV	.....	28,600
Monroe	KFAZ	.....	9,800
New Orleans	WDSU-TV	204,589	.....
MAINE			
Bangor	WABI-TV	36,500	.....
Portland	WPMT	.....	.....
MARYLAND			
Baltimore	WAAM, WBAL-TV, WMAR-TV	498,556	.....
MASSACHUSETTS			
Boston	WBZ-TV, WNAC-TV	1,089,696	.....
Springfield	WHYN-TV, WWLP	.....	63,000
MEXICO			
Matamoros (Brownsville, Tex.)	XELD-TV	31,200	.....
Tijuana (San Diego, Calif.)	XETV	211,920	.....
MICHIGAN			
Ann Arbor	WPAG-TV	.....	10,700
Battle Creek	WBKZ-TV	.....	55,924
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	1,100,000	.....
Grand Rapids	WOOD-TV	256,874	.....
Kalamazoo	WKZO-TV	306,124	.....
Lansing	WJIM-TV	227,000	.....
	WILS-TV	.....	7,734
Saginaw	WKNX-TV	.....	40,100
MINNESOTA			
Austin	KMMT	56,547	.....
Duluth	WFTV	.....	31,500
Minneapolis	WCCO-TV, WTCN-TV	394,300	.....
St. Paul	KSTP-TV, WMIN-TV	394,300	.....
Rochester	KROC-TV	40,000	.....
MISSISSIPPI			
Jackson	WJTV	.....	24,103
MISSOURI			
Hannibal	KHQA-TV	70,000	.....
Kansas City	WDAF-TV, KMBC-TV, WHB-TV	323,062	.....
	KCTY	.....	45,145
St. Louis	KSD-TV	534,500	.....
	WTVI (See Belleville, Ill.)		
Springfield	KTTS-TV	28,817	.....
MONTANA			
Butte	KOPR-TV, KXLF-TV	.....	.....
NEBRASKA			
Lincoln	KFOR-TV, KOLN-TV	60,360	.....
Omaha	KMTV, WOW-TV	200,000	.....
NEVADA			
Las Vegas	KLAS-TV	8,700	.....
NEW JERSEY			
Atlantic City	WFPG-TV	.....	13,635
Newark	WATV	3,520,000	.....
NEW MEXICO			
Albuquerque	KOAT-TV, KOB-TV	30,744	.....
Roswell	KSWS-TV	8,327	.....
NEW YORK			
Binghamton	WNBF-TV	152,787	.....
Buffalo	WBEN-TV	533,306	.....
	WBES-TV, WBUF-TV	.....	37,734
Elmira	WTVE	.....	9,500
New York	WABC-TV, WABD, WCBS-TV, WNBT, WOR-TV, WPIX	3,570,000	.....
Rochester	WHAM-TV	190,000	.....
Schenectady	WRGB	279,500	.....
Syracuse	WHEN, WSYR-TV	220,822	.....
Utica	WKTV	123,000	.....
NORTH CAROLINA			
Asheville	WISE-TV	.....	.....
Charlotte	WBTV	340,546	.....



what a line up..

394,000 STRONG!

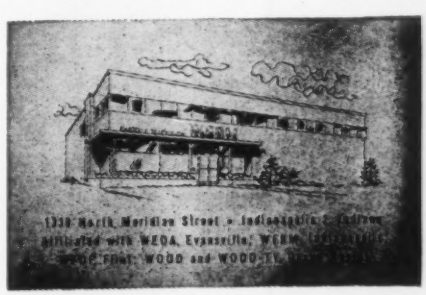
WFBM-TV'S audience is growing every day. That means more and more people are waiting for your sales message.

2,500
60,000
90,000
today

there are 394,000 sets in use in the rich market covered by

WFBM-TV
Indianapolis

Represented nationally by The Katz Agency



City	Outlets on Air	Sets in Station Area vhf	uhf
Greensboro	WFMY-TV	179,740	.....
Raleigh	WNAO-TV	.....	31,200
NORTH DAKOTA			
Fargo	WDAY-TV	.....	.....
Minot	KCJB-TV	7,004	.....
OHIO			
Akron	WAKR-TV	.....	26,121
Cincinnati	WCPO-TV, WKRC-TV, WLWT	435,000	.....
Cleveland	WEWS, WNBK, WXEL	787,389	.....
Columbus	WBNS-TV, WLWC, WTVN	306,950	.....
Dayton	WHIO-TV, WLWD	300,000	.....
Lima	WLOK-TV	.....	12,497
Toledo	WSPD-TV	228,000	.....
Youngstown	WFMJ-TV, WKBN-TV	.....	80,510
Zanesville	WHIZ-TV	.....	8,905
OKLAHOMA			
Lawton	KSWO-TV	31,221	.....
Okla. City	WKY-TV	221,408	.....
Tulsa	KOTV	156,325	.....
OREGON			
Medford	KBES-TV	.....	.....
Portland	KPTV	.....	108,007
PENNSYLVANIA			
Altoona	WFBG-TV	346,462	.....
Bethlehem	WLEV-TV	.....	31,636
Chambersburg	WCHA-TV	.....	.....
Easton	WGLV	.....	33,020
Erie	WICU	197,000	.....
Harrisburg	WHP-TV, WTPA	.....	78,300
Johnstown	WJAC-TV	680,018	.....
	WARD-TV	.....	.....
Lancaster	WGAL-TV	233,526	.....
New Castle	WKST-TV	.....	48,123
Philadelphia	WCAU-TV, WFIL-TV	1,267,186	.....
	WPTZ	1,627,798	.....
Pittsburgh	WDTV	683,000	.....
	WENS, WKJF-TV	.....	100,000
Reading	WEEU-TV	.....	54,633
	WHUM-TV	.....	127,350
Scranton	WGBI-TV, WTVU	.....	75,000
Wilkes-Barre	WERE-TV, WILK-TV	.....	104,000
York	WSBA-TV	.....	65,100
RHODE ISLAND			
Providence	WJAR-TV	1,043,320	.....
SOUTH CAROLINA			
Charleston	WCSC-TV	35,000	.....
Columbia	WCOS-TV, WNOK-TV	.....	24,825
Greenville	WGVL	.....	28,183
SOUTH DAKOTA			
Sioux Falls	KELO-TV	37,855	.....
TENNESSEE			
Memphis	WMCT	218,200	.....
Nashville	WSM-TV	122,657	.....
TEXAS			
Abilene	KRBC-TV	9,140	.....
Amarillo	KFDA-TV, KGNC-TV	30,853	.....
Austin	KTBC-TV	43,844	.....
Dallas	KRLD-TV, WFAA-TV	295,000	.....
El Paso	KROD-TV, KTSM-TV	29,392	.....
Ft. Worth	WBAP-TV	272,483	.....
Galveston	KGUL-TV	235,000	.....
Houston	KPRC-TV, KUHT	265,000	.....
Lubbock	KCBD-TV, KDUB-TV	31,054	.....
San Angelo	KTXL-TV	6,000	.....
San Antonio	KEYL, WOAI-TV	155,053	.....
Texarkana	KCMC-TV	16,526	.....
Tyler	KETX	.....	.....
Wichita Falls	KFDX-TV, KWFT-TV	39,500	.....
UTAH			
Salt Lake City	KDYL-TV, KSL-TV	131,200	.....
VIRGINIA			
Lynchburg	WLVA-TV	73,154	.....
Norfolk	WTAR-TV	195,290	.....
Richmond	WTVR	174,182	.....
Roanoke	WSLS-TV	91,600	.....
WASHINGTON			
Bellingham	KVOS-TV	25,000	.....
Seattle	KING-TV	282,900	.....
Spokane	KHQ-TV, KXLY-TV	37,644	.....
Tacoma	KMO-TV, KTNT-TV	282,900	.....
Yakima	KIMA-TV	.....	2,500
WEST VIRGINIA			
Huntington	WSAZ-TV	227,132	.....
WISCONSIN			
Green Bay	WBAY-TV	69,223	.....
Madison	WKOW-TV	.....	.....
	WMTV	.....	10,000
Milwaukee	WTMJ-TV	570,437	.....
	WCAN-TV	.....	.....
Oshkosh	WOSH-TV	.....	4,000

Total Stations on Air 248*
Total Cities with Stations on Air 169*
Total Sets in Use 27,159,511

* Includes XELD-TV Matamoros and XETV Tijuana, Mexico, and educational stations KETH Los Angeles and KUHT Houston.

AR STUDY REPORTS SUMMER MEDIA USE

Radio and magazine circulation was up during this summer over last, but time spent with them was down. Tv and newspapers slipped both in circulation and time spent with them, Advertest Research says.

MORE people heard radio and read magazines this summer than last, but the amount of time they spent doing so was less, reports Advertest Research in its August issue of *The Television Audience of Today*. The study is based on a survey of 751 New York area tv homes.

Similar to a report made last summer, AR's study found 9% fewer persons read a daily newspaper than in 1952, that newspaper reading time was down 32%, that 2% less watched tv daily and that tv viewing time was down 9%.

Some 5% more people listened to the radio daily, but daily viewing time was down 3% from the summer of 1952. Magazines had 2% more readers but reading time was down 2%. This year tv families were not at home as much as last summer, the 71% average availability being 4% lower than in 1952.

But this cannot be blamed on vacations, AR said, for although more people left home for vacations (42%), their average vacation time was 1½ days less. Of those on vacation, tv was available to one-third, compared to one-fifth last summer.

The report studied 11 tv programs each in the categories which continued through the summer and which used summer replacements.

Those continuing: *Robert Montgomery Presents, Suspense, Burns & Allen, Martin Kane*, CBS Wednesday Night Boxing, *Rocky King, 20 Questions, Lone Ranger, Life Begins at 80, Chance of a Lifetime* and *Date With Judy*.

Those using summer replacements: *I Love Lucy—Racket Squad, Comedy Hour—Big Payoff, Red Buttons — Masquerade Party, Man Against Crime—I've Got a Secret, Fireside Theatre—Nothing but the Best*, Perry Como—Bob Eberle, Dennis Day — *The Goldbergs, Mama — Pantomime Quiz, Life of Riley — Drama Playhouse, Winchell & Mahoney—Name That Tune*, NBC Friday Night Boxing—*Sports Newsreel*.

Of the programs which continued through the summer, AR found: The summer audience was 28% smaller than the winter audience, 31% of the winter audience did not watch in the summer, 97% of the summer audience includes persons who also watch in winter, with 3% of the summer audience newly acquired viewers.

Of the other programs and their replacements: The replacement show audience was 37% smaller than the winter program, 59% of the winter audience did not watch the replacement, 65% of the replacement's audience included persons who also watch in the winter, with 35% of this audience newly acquired viewers.

Pulse Rates Comedy-Variety First in 30-City Tv Report

THE PULSE Inc. reported last week that quiz-audience participation programs led all program types in the number of quarter-hours presented on network television while comedy variety shows were in first place in average ratings.

(From Multi-Market TelePulse, Aug. 1-7, 1953)

	No. ¼ Hrs.	Avg. Rtg.
Quiz-Audience Participation	134	10.1
Drama and Mysteries	80	17.0
News	62	4.5
Daytime Variety	52	7.2
Kid Shows	45	9.8
Serial Stories	40	6.0
Education and Science	33	4.7
Interviews	30	8.5
Comedy Situation	24	13.8
Westerns and Serials	24	7.5
Boxing	21	12.1
Wrestling	20	5.9
Comedy Variety	19	23.1
Musical Variety	19	8.8
Talent	14	11.2
Baseball	12	14.5
Music	10	5.1
Forums and Discussions	7	5.4
Religion	7	2.2
Film Shorts	6	6.7
Feature Film	4	3.9
Miscellaneous	3	4.4
Racing	2	5.6
Sports News	1	10.1
Total	669	

BIG ADVERTISERS TRIPLE SINCE '39

NUMBER of advertisers spending $25,000 a year or more in any of four media—network radio, network television, magazines or newspapers—increased from 936 in 1939 to 2,538 in 1952 while their combined expenditures for time and space in these media went up from $333,157,000 in 1939 to $1,208,223,000, according to a comparison made by Magazine Advertising Bureau.

While the number of $25,000-a-year advertisers has increased nearly three times in the period 1939 to 1952 and their combined expenditures nearly four times, MAB said their average expenditure was only about a third greater in 1952 than in 1939 ($476,053 from $355,900).

"The 1939-1952 gain of only 34% contrasts with a gain of 302% in the national income and an increase of 290% in the dollar volume of retail sales," MAB said, stating, "We believe that the facts shown above point up a dangerous trend in advertising: the increasing inadequacy of the budget of the typical company."

Breaking down the overall figures on a medium-by-medium basis, MAB tabulated the results as follows:

Number of National Advertisers Spending $25,000+ in Each Medium:

	1939	1944	1949
Magazines	660	1,153	1,747
Newspapers	520	639	927
Network Radio	128	213	172
Network Tv	..	...	71
Total*	936	1,498	2,198

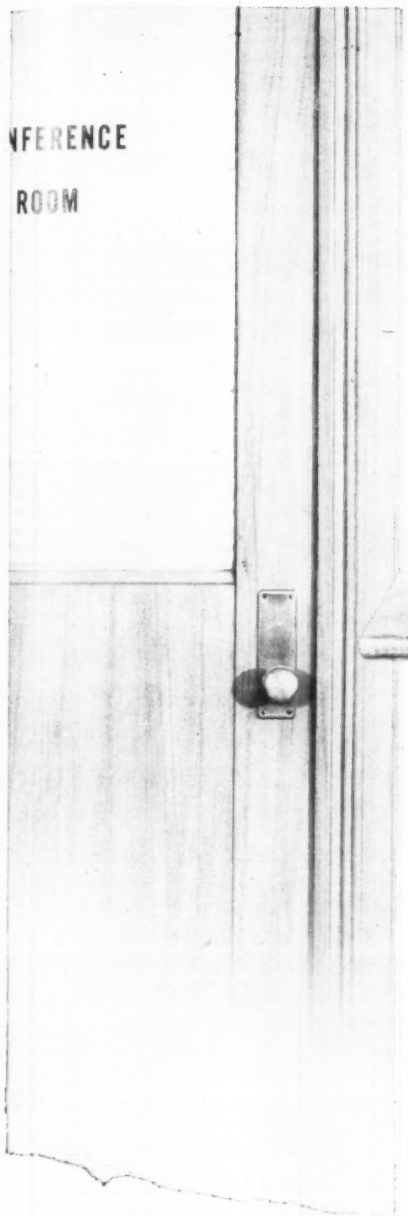
	1950	1951	1952
Magazines	1,793	1,961	2,104
Newspapers	928	937	959
Network Radio	165	165	182
Network Tv	133	203	203
Total*	2,223	2,384	2,538

*This is the total number of advertisers spending $25,000 or more in any medium; because of multiple media users, columns do not add up to these figures.

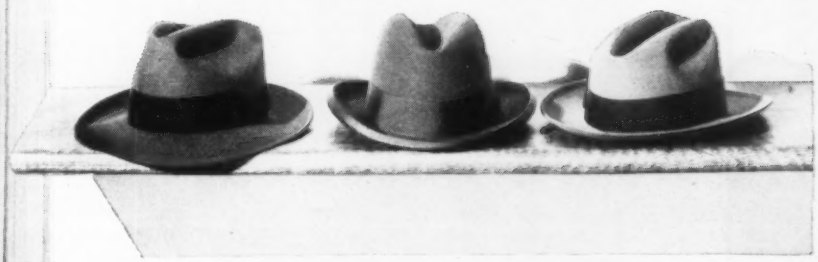
Dollar Volume of National Advertising in Four Media (in thousands):

	1939	1944	1949
Magazines	$130,777	$243,763	$395,713
Newspapers	121,243	134,786	332,619
Network Radio	81,137	185,408	184,418
Network Tv	.....	.....	11,951
Total	$333,157	$563,957	$924,701

	1950	1951	1952
Magazines	$416,598	$467,101	$503,698
Newspapers	362,604	379,571	370,281
Network Radio	177,741	169,744	156,477
Network Tv	39,744	126,062	177,767
Total	$996,687	$1,142,478	$1,208,223



which one will make the sale?



We can't tell you his name. But you can be sure he's the salesman best equipped to understand the problem—and best able to give the buyer a profitable answer.

Specialization is today's key to successful selling. That's why we maintain that quality TV station representation demands *exclusive* attention, uncompromised by demands of other media. Television is that important.

(. . . don't try to guess which hat above belongs to the Harrington, Righter and Parsons man. He made his call ahead of the pack, and probably added to the spot billing of the distinguished TV stations listed here.)

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

Exclusively television—no newspapers, no radio

WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WFMY-TV	*Greensboro*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*

SYNDICATED TV HAS

Stature–*Sound Business Practice*–
and *Quality*–have been brought
to this new industry by the

NBC FILM DIVISION

BADGE 714 which as "Dragnet" has been consistently one of the four top-ranking TV shows on the air. It's also proved itself one of the most effective selling tools in the industry. Ready!

Through the medium of syndicated TV Films, every sponsor, every station can offer local audiences programs equal to the best network quality. This great new industry, capable of raising the quality of television programming throughout the nation, is worthy of the best programs, the best services, the best practices known.

With this objective, the NBC FILM DIVISION functions as a completely separate operating division of the National Broadcasting Company . . . at the service of every advertiser . . . every television station.

NBC FILM DIVISION LEADERSHIP IN THE GREAT TRADITION OF NBC

The NBC FILM DIVISION has brought leadership to Syndicated TV just as the NBC networks brought leadership to radio, television, and color.

The basic commodity of the NBC FILM DIVISION is the finest show you can buy, for exclusive local sponsorship at a local price. From this one great source, you have available outstanding half-hour and quarter-hour film series, feature pictures, your pick of 18,000,000 feet of library footage, completely cross-indexed. Each program is backed by the excellent service, the resources and the reputation of the NBC FILM DIVISION.

So for top production, for show-businesslike results, for quality in every aspect, it will pay you to deal with the foremost organization of its kind . . . the NBC FILM DIVISION . . . to be assured of

1 Widest choice of high-rating hits in the industry.

2 Million-Dollar production for exclusive local sponsorship at local budgets.

3 Market-tested advertising, promotion, publicity, exploitation and merchandising as an integral NBC FILM DIVISION service.

NBC FILM DIVISION

SERVING ALL SPONSORS . . . SERVING ALL STATIONS

NBC FILM DIVISION–*30 Rockefeller Plaza, N.Y. 22, N.Y.* • *Merchandise Mart, Chicago, Ill.* • *Sunset & Vine St., Hollywood, Calif.* • *In Canada: RCA Victor Company Ltd., Royal York Hotel, Toronto*

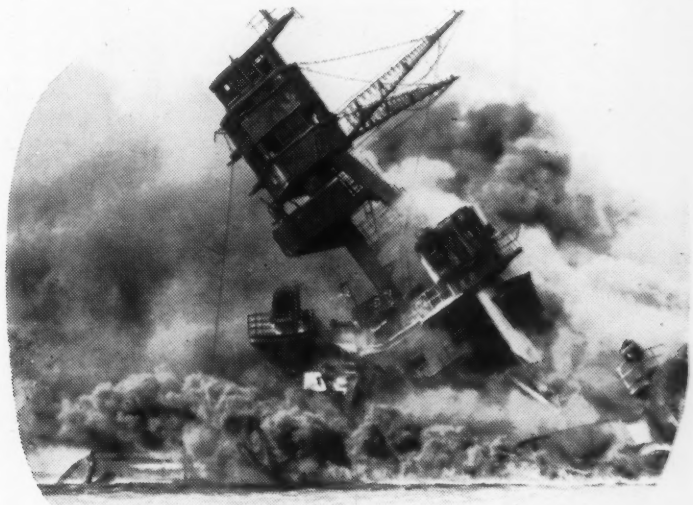
XUM

FOUND LEADERSHIP!

DOUGLAS FAIRBANKS, Jr. PRESENTS which has proved itself one of the finest dramatic shows of all TV. And one which can move mountains of merchandise for smart local or regional sponsors!

INNER SANCTUM which has been radio's smash-hit thriller for 12 record-breaking, sales-pushing years. Now on film—ready for alert local or regional sponsors! *Yes, NBC offers you by far the industry's finest programs.*

HOPALONG CASSIDY which has been—is—and will continue to be one of the outstanding sales-getters in TV history. It has a tremendous and loyal following—ready to buy *your* product!



VICTORY AT SEA—the greatest prestige entertainment program ever put on the air—and one which virtually guarantees any local or regional sponsor one of the highest ratings in TV history.

OTHER HIGH-RATING NBC FILM DIVISION SHOWS:

Dangerous Assignment • Lilli Palmer Show • The Visitor • Weekly News Review • Watch the World • Captured • The Life of Riley • 26 First-Run Feature Films

TV NETWORKS AGAIN MEET WITH ASCAP, AND AGAIN REPORT IS: 'NO PROGRESS'

Resumption of tv broadcaster efforts to arrange for continued right to use Ascap music in connection with video programs at fair and reasonable rate marked by New York meeting and return to court by group of tv stations.

REPRESENTATIVES of the tv networks met Tuesday with Ascap officials to try to work out mutually satisfactory terms of a new blanket license to replace the current one which expires at the end of this year.

A group of tv stations, which two years ago asked the Federal court to set appropriate fees for per program licenses for Ascap music on television, has gone back to court seeking to block Ascap's attempt to drop per-program licenses altogether.

A report of "no progress" followed the meeting of the tv networks and Ascap. Neither side has moved from its position on rates, which is said to be the only issue in question. Both broadcasters and the licensing society reportedly are willing to continue all other terms of their present agreement.

The networks' position is that the present blanket license fee for tv—the radio blanket license fee plus 10% or 3.025% of gross revenue—is excessively high in view of the high operating expenses of television. Contending that instead of a higher percentage than radio, tv rates should be appreciably lower, they have offered to sign a new agreement at 50% of the radio blanket license rate.

Ascap negotiators to date have shown little sympathy with the networks' position. Ascap maintains that with the rising gross income of tv networks, which has surpassed the radio network gross, the networks can well afford a higher fee. Ascap has offered to extend the present blanket licenses at the present scale. There also is no agreement on the relative value of music to tv as compared to radio.

The broadcasters contend the addition of sight to sound makes music less important, Ascap maintains that the most popular video programs depend largely on music for their effectiveness.

Back to Court

On the per program front, the 56 stations who went to court two years ago after long-term negotiations had failed to produce a suitable per-program license fee, have returned to the same court—U. S. District Court, Southern District of New York—asking the right for one of their number, WATV (TV) Newark, to intervene in Ascap's move to "change and sharply limit the types and terms of the licenses" which the Consent Decree between the government and Ascap makes available to stations. This petition, filed by Simon H. Rifkind of Paul, Weiss, Rifkind, Wharton & Garrison, and Stuart Sprague, who with Mr. Rifkind are acting as counsel for the tv group, request hearing Oct. 6.

Reviewing the history of the litigation, Mr. Rifkind pointed out that in 1941 the government brought action against Ascap under the anti-trust laws, charging the Society with illegally controlling performance rights to the "vast bulk of American popular music."

The Consent Decree accepted by Ascap March 4, 1941, required Ascap to offer per program as well as blanket licenses. In 1950 the Decree was amended to include, among other provisions, one empowering prospective licensees to ask the court to set a reasonable rate of payment if they and Ascap are unable to arrive at one themselves. This provision, together with the continued choice between blanket and per program licenses, Mr. Rifkind commented, "gave substantial assurance that Ascap would not make unreasonable use of its monopoly position."

When a number of stations and the DuMont network declined to accept the Ascap blanket licenses previously agreed to by the three other tv networks, and negotiations of a group now known as the All Industry Local Tv Music License Committee with Ascap for per program licenses broke down, the owners of 56 tv stations on July 18, 1951, asked the court "to set reasonable fees for both per program and blanket Ascap licenses so that each station might choose the form of license which was better suited to its needs," Mr. Rifkind recounted.

On Aug. 2, 1951, with its answer to the stations' petition, Ascap also moved to further amend the Consent Decree and argument on this motion, in which WATV is asking permission to intervene, is expected to be heard within the next few weeks, Mr. Rifkind said.

ASCAP'S ADAMS TO VISIT STATIONS

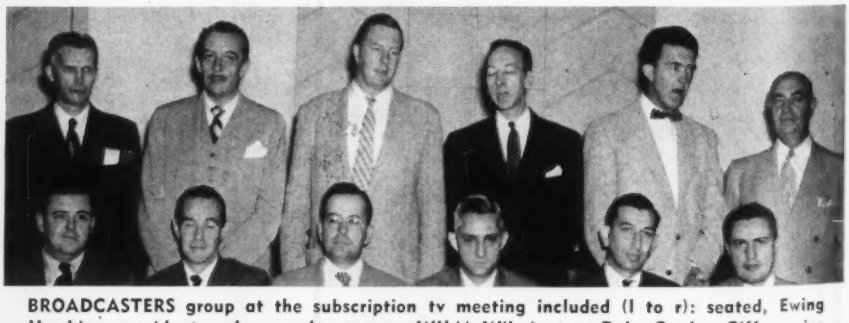
TO FIND OUT what Ascap's best customers, the radio and tv broadcasters, think of the organization to which they pay some $14 million a year in license fees for the right to broadcast Ascap music, Ascap's President Stanley Adams is going to go calling on stations in half a dozen cities during the next few weeks.

Mr. Adams will make his station visits on his way back to New York from Los Angeles, where he went to make his first report as Ascap president to the Society's West Coast membership at its annual meeting Wednesday. He plans to stay in Los Angeles until the end of the week, going to San Francisco on Sunday and staying there through the following Tuesday, Oct. 6.

From there his itinerary reads: Denver and Colorado Springs, Oct. 8-10; Chicago, Oct. 12-15; Detroit Oct. 16-17.

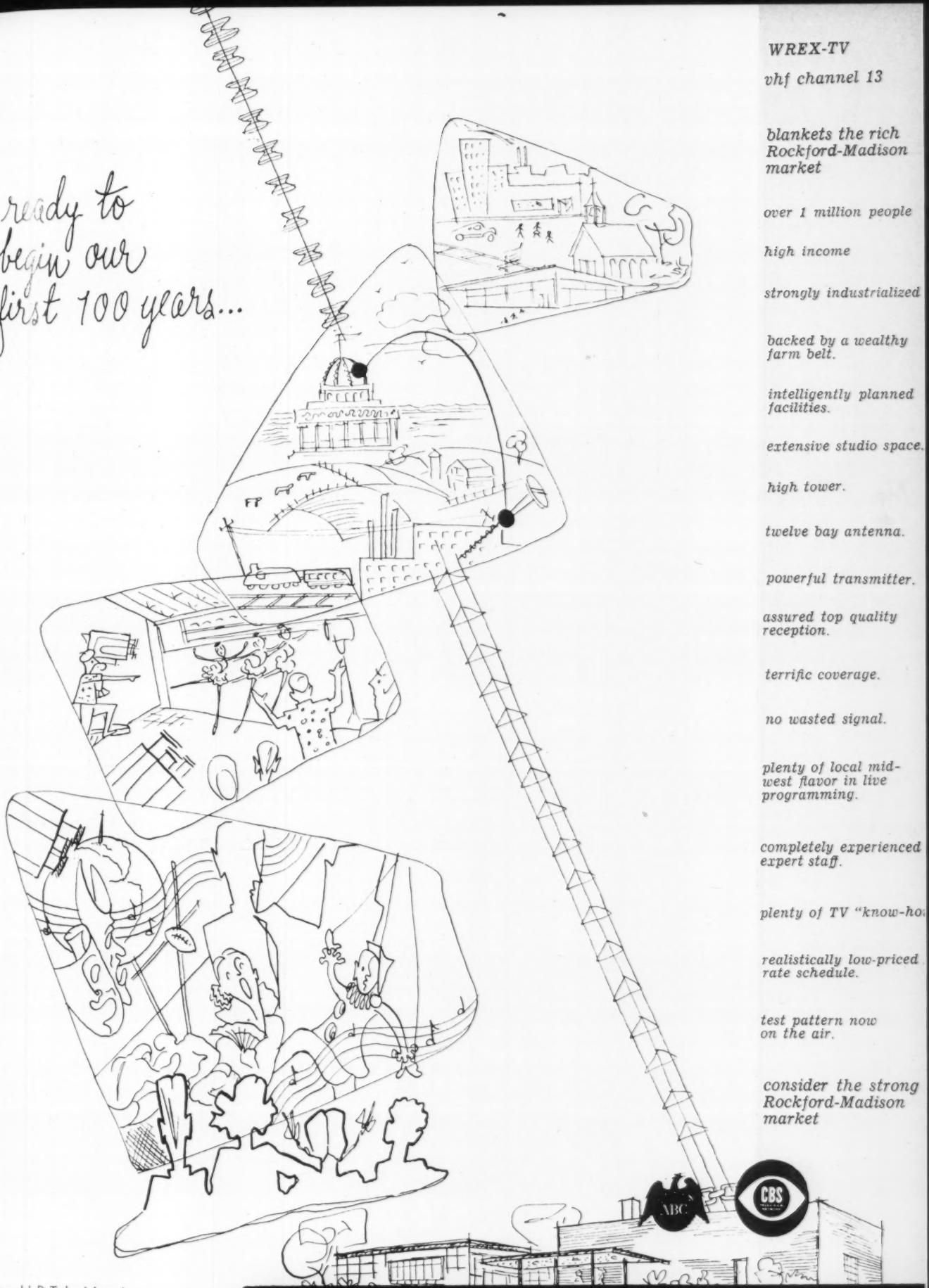
"I'm not going to collect any money or audit any books," Mr. Adams told B•T Thursday, "nor am I going to try to persuade any broadcaster to switch from a per program to a blanket Ascap license. What I do want to do is to talk to broadcasters on their home grounds, to find out first hand what they think of the service we give them, what they like and what they don't like."

AT the broadcasters meeting on subscription tv Sept. 17 [B•T, Sept. 22] were (l to r, seated) Ralf Brent, WIP-TV Philadelphia vice president and director of sales; Benedict Gimbel Jr., WIP-TV president and general manager; Hugh Boyd, general manager, Home News Publishing Co. and grantee for WDHN (TV) New Brunswick, N. J.; Will Baltin, tv consultant to Home News and WDHN (TV); Wendell Lund, co-owner, WSTF (TV) Stamford, Conn.; Richard Davis, president, WELI-TV New Haven; Joseph Evans, vice president, Associated Broadcasters, Fort Worth; standing, Julian Skinnel, operations manager, WLBR-TV Lebanon, Pa.; Dwight Martin, MBS; John Doley, WACH (TV) Newport News, Va.; Fred Weber, president, WFPG-TV Atlantic City; Fred Bernstein, general manager, WTTM-TV Trenton and Peoples Broadcasting Corp., Columbus, Ohio; Vincent Gaughan, secretary-treasurer, WBES-TV Buffalo, and vice president, WSTF (TV), and Ewart M. Blain, director of sales, WEEU-TV Reading, Pa. More than 20 tv operators and grantees met at WIP's studios in Philadelphia.



BROADCASTERS group at the subscription tv meeting included (l to r): seated, Ewing Hawkins, president and general manager, WILM Wilmington, Del.; Gorden Giffen, vice president and station manager, WKDN Camden, N. J.; Gerald Morey, president, WNLC-TV New London, Conn.; Fred King, chief engineer, WELI-TV New Haven; Rudy Frank, WELI-TV, and E. Stratford Smith, Welch, Mott & Morgan; standing, Charles Truitt, general manager, WBOC-TV Salisbury, Md.; C. J. Thornquest, vice president, WIFE (TV) Dayton; Robert Booth, attorney, Washington; Clifford Harris, WIP-TV chief engineer; Henry Solomon, E. Anthony & Son Inc. and WTEV (TV) New Bedford, Mass., and Joseph Lang, vice president, WIBG Philadelphia.

ready to
begin our
first 100 years...



WREX-TV

vhf channel 13

blankets the rich Rockford-Madison market

over 1 million people

high income

strongly industrialized

backed by a wealthy farm belt.

intelligently planned facilities.

extensive studio space.

high tower.

twelve bay antenna.

powerful transmitter.

assured top quality reception.

terrific coverage.

no wasted signal.

plenty of local mid-west flavor in live programming.

completely experienced expert staff.

plenty of TV "know-ho

realistically low-priced rate schedule.

test pattern now on the air.

consider the strong Rockford-Madison market

WREX-TV Channel 13 Rockford, Ill.

we can do a job for you.

Contact: H-R Television, Inc.,
New York, Chicago, Hollywood, San Francisco

Soren Munkhof, Gen. Mgr.
WREX-TV Executive Offices
618 Gas-Electric Bldg.,
Rockford, Illinois

EVEN ZURICH WATCHES

W·H·E·N

ECHOING yodels are hard to find in Alp-less Zurich, N. Y., but the world's best TV entertainment is found there every day over WHEN.

Zurich is another of more than 250 communities brought to the Syracuse market area by WHEN. It's just a small segment of a growing market of 2¼ million people — people in 26 counties who earn their living in every conceivable way — who outspend the national average annually — whose buying habits are formed by what they see on WHEN. With over 85% TV penetration — one of the highest percentages in the nation—and an audience insured by the best programs of 3 major networks, WHEN has the punch to sell your product.

SEE YOUR NEAREST KATZ AGENCY

Everybody WATCHES

W·H·E·N TELEVISION SYRACUSE

CBS ABC DUMONT

A MEREDITH STATION

NARTB DIST. 14 HEARS WEBSTER REVIEW INDUSTRY

FCC Commissioner tells NARTB District 14 that relaxation of station operator requirements is but first of several steps which could be taken in placing greater operating responsibility on licensee. Other district sessions held are 10 and 11, with 7, 8 and 9 set for this week.

GREATER freedom in technical requirements placed on station operators was advocated by FCC Comr. E. M. Webster in addressing NARTB District 14 (Mountain States) last week as three regions held the second series of three-a-week district meetings.

Comr. Webster's address, delivered last Monday at Sun Valley, Idaho, high-spotted sessions that included Districts 10 (Iowa, Mo., Neb.) and 11 (Minn., N. D., S. D.). Presiding at the meetings were William C. Grove, KFBC Cheyenne (14); E. K. Hartenbower, KCMO Kansas City (10) and John F. Meagher, KYSM Mankato, Minn. (11). District 14 met Monday-Tuesday at Sun Valley; District 10 Wednesday-Thursday at Cedar Rapids, and District 11 Friday-Saturday at Minneapolis.

Vernon A. Nolte, managing director of WHIZ-AM-TV Zanesville, Ohio, conducted the small-market television clinics that featured the second morning of each meeting.

Meetings will be held this week by District 9 (Ill., Wis.), Monday-Tuesday at Milwaukee; District 8 (Ind., Mich.) Wednesday-Thursday at Indianapolis; District 7 (Ohio, Ky.), Friday-Saturday at Cincinnati.

Representing NARTB headquarters at the three meetings last week were President Harold E. Fellows; Robert K. Richards, administrative vice president, and Richard P. Doherty, labor relations vice president.

Resolutions adopted at the District 14 meeting at Sun Valley emphasized importance of the move to remove discrimination against radio and tv in covering public events; commending trade media and the New York court ruling that partially opened the Marciano-LaStarza fight to coverage; lauded E. K. Hartenbower, KCMO Kansas City, district director, and the NARTB officials for their leadership and participation in the meeting and encouraged research of the type dealing with profitable station operation.

Closed Sessions

Among those taking part in closed-door discussions covering sales practices, payment of salesmen and other media problems were Harry Burke, KFAB Omaha; Bob Dillon, KRNT Des Moines; Dietrich Dirks, KCOM Sioux City; Frank Fogarty, WOW Omaha; George Higgins, KMBC Kansas City; Al Hilliard, KOLT Scotts Bluff; Robert Morrison, KCRI-TV Cedar Rapids; Gordon Pentz,, KWBE Beatrice, Neb.; Owen Saddler, KMTV (TV) Omaha; Ernie Sanders, WOC Davenport; Virgil Sharpe, KOWH Omaha, and Earl Williams, KFNF Shenandoah, Iowa.

Fred Palmer, management consultant, addressed the luncheon session on "How to Close a Sale."

Broadcasters going into small market television must do it on a sound financial basis, amply prepared to meet emergencies, if they plan to survive, Mr. Nolte cautioned during his off-the-record talk at District 14's Small Market Television Management Clinic Tuesday. Pointing out that it was a costly venture, he warned there are no short cuts to successful tv station operation.

He figured the minimum operating costs for small market tv at $150,000 annually, without depreciation.

Mr. Nolte stated it will be between four and five years before color television for small markets will be practical.

James Russell, manager, KKTV Colorado Springs, cautioned those attending the tv clinic that every new station that goes into a major market is a direct competitor to the small market station for that advertising dollar.

"There are bound to be some cancellations in the smaller markets, by national advertisers, with that business going to new stations in the larger areas," he said.

In a strongly worded resolution District 14 joined the protest against any discriminatory action interfering with radio and tv coverage of sports events. At the final business session late Tuesday, NARTB was petitioned to "exert every effort to combat this creeping evil of such dominating control."

NARTB also was petitioned to continue its efforts for a "per program" basis agreement from Sesac "to the end that equitable performance rights may be secured and present discrimination be eliminated."

Pointing out that vast areas of the country are without daytime radio service, another resolution requested NARTB to consider for presentation to the FCC the granting of such increase in daytime power to stations as will satisfy that need without causing undue interference to existing am outlets.

Another resolution asked NARTB to allow nomination and election from the floor at the annual district meeting, rather than the ballot method now in force for a new director.

Conelrad Resolution

That the Conelrad plan be made 100% effective so that broadcasters can fulfill their responsibilities to the public and defense of the nation was urged in a resolution which asked NARTB to take necessary steps with the Federal Civil Defense Administration.

District 16, at its final Los Angeles session Sept. 18, adopted resolutions deploring discrimination in the news furnished radio-tv by wire services; endorsing cooperative area sales drives such as those in Tulsa and San Antonio; opposing presence of studios or transmission facilities in the U. S. designed to serve foreign station licensees not under FCC jurisdiction; paying tribute to NARTB officers and their work; calling on NARTB to continue efforts to obtain access for radio and tv to public and sports events, and endorsing the NARTB study of principles of profitable operation.

Also see district meeting pictures, page 106

WATCH KOLN-TV GROW IN LINCOLN-LAND

THE OTHER BIG MARKET IN NEBRASKA!

The Fetzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

LET SOLONS JUDGE PAY TV—WEBSTER

FCC member tells Dist. 14 broadcasters Congress should be the body to act on pay-see tv, in an apparent reference to GOP Rep. Hinshaw's bill to make subscription tv a common carrier.

CONGRESS should decide whether and how subscription tv should be permitted on the American air, FCC Comr. Edward M. Webster told NARTB Dist. 14 members at Sun Valley, Idaho, last week.

And, if Congress approves, there are still problems which are bound to "haunt" the Commission, the former Coast Guard chief communications officer and one-time assistant FCC chief engineer declared.

Meanwhile, members of the steering group of the Broadcasters Committee for Subscription Tv met Friday in Washington to decide on next steps in their pursuit of FCC approval of pay-tv. The committee was formed two weeks ago at a meeting of subscription-tv broadcaster advocates in Philadelphia [B•T, Sept. 21].

Mr. Webster's implied belief that the Commission should not decide on the question of fee broadcasts until Congress has legislated undoubtedly has reference to the activity of Rep. Carl Hinshaw (R-Calif.). Mr. Hinshaw, at the end of the last Congressional session, introduced HR 6431 which would redefine the term "broadcasting" in the Communications Act to make subscription tv and theatre tv a common carrier type service. The bill was referred to the House Commerce Committee, which so far has not yet taken up the bill.

Referring to the idea of subscription tv as "revolutionary," Mr. Webster said he intended to press for an FCC hearing on the subject because of the legal problems involved. He emphasized that he had an open mind on the merits of subscription tv, but there were questions which it raised.

Subscription tv would involve "such a fundamental change in the American system of broadcasting," Mr. Webster said, that the Commission may conclude that any change in the present free broadcasting system should come only after Congress has established a policy by amending the Communications Act.

Premise of some subscription tv adherents that fee-tv is necessary because advertising revenues will prove unable to provide high quality programming is "conjectural," Mr. Webster said.

On the assumption that Congress would authorize the charge of fees for a broadcast service, Mr. Webster had this to say:

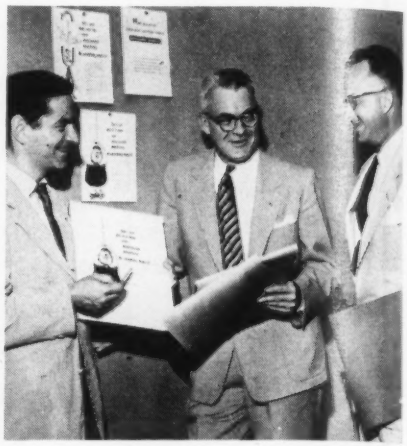
Very little vision is required to see that if subscription television is authorized and it proves to be the most profitable method of operating a television station, the best hours of every day will obviously be devoted to subscription rather than free television. Every tv station licensee will be clamoring for subscription rights and will be pounding on the Commission's door for regulations insuring that there will be no discrimination in the issuance of such rights or the rates charged therefor. At the same time owners of television receivers will be fighting to retain free programming, or, at the very least, will expect the Commission to promulgate rules which will provide the public with a choice of free programs during the best viewing hours, and which will insure the viewers of reasonable and non-discriminatory fees for the subscription programs. Those considerations point to common carrier rather than broadcast type regulations.

Here Mr. Webster pointed to the terminology of Section 3(h) of the Communications Act, which provides that "a person engaged in radio broadcasting shall not, insofar as such person is so engaged, be deemed a common carrier."

Under the law, Mr. Webster said, radio broadcasting is intended to be received by the public "directly or indirectly by the intermediary of relay stations." Since subscription tv involves a distorted signal, only those paying for it would be able to receive it intelligibly, Mr. Webster said, and immediately asked:

Is this broadcasting, or is it a method of point-to-point communications closely analogous to the system of multiple addressed commuications, i.e., programs addressed to *selected* receivers? Is a subscription television service, in which only subscribers who pay a fee on a "per program" basis can view the program, a broadcast service as the American public knows it, or is it a common carrier service for hire? Is that segment of the population which either feels it cannot afford the subscription service or who does not want it, to be denied the right to view programs on publicly owned channels which are presently available to them on a no-charge basis? (Italics are Comr. Webster's.)

The Washington meeting Friday comprised the executives of the original four uhf tv grantees who initiated the current appeal to the FCC to hasten authorization of subscription tv [B•T, Aug. 10]. All asked quick action on the petition by Zenith Radio Corp. seeking commercialization of pay-as-you-look television filed in February 1952. No action has been taken on that petition. Since the first uhf request last month, two other uhf tv grantees have seconded the motion; they were WACH (TV) Newport News, Va., and WOCN (TV) Atlantic City, N. J.



AGENCY people are asked to report objectionable advertising they notice to the American Assn. of Advertising Agencies by series of posters being examined by (l to r): Robert Pliskin, McCann-Erickson Inc., who designed the posters; Ken R. Dyke, Young & Rubicam, chairman of the AAAA Committee on Improvement of Advertising Content, and Otto W. Prochazka of Anderson & Cairns Inc., committee member.

RADIO AND TV ARE PREMIUM PROMOTERS

Young & Rubicam's Moran tells Premium Adv. Assn. of America the broadcast media can 'sell premiums to people who can't even read or write.' Radio and premiums or tv and premiums can be used to healthy advantage, he says.

RADIO and television are "two of the most powerful media used to promote premiums," media that "can sell premiums to people who can't even read or write," Joseph A. Moran, Young & Rubicam vice president and associate director of radio-tv, said Tuesday in an address before the premium conference of the Premium Advertising Assn. of America, at the Hotel Astor, New York.

(For an article by Mr. Moran on development of radio and television commercials, see page 118.)

Many Y & R clients, "notably Borden, Lipton and General Foods, for many of their products, have used a combination of radio and premiums or television and premiums to very healthy advantage," Mr. Moran reported. Speaking as a consumer instead of an advertising man, he said that through the reactions of his two little sons to what they see and hear via radio and television he has one of the largest collections of premiums in existence.

Long before going to school and learning to read and write, they could repeat full descriptions of broadcast premium offers, complete with directions for sending for them, Mr. Moran said. "They have rings and compasses and wind-finders and telescopes and magnifying glasses and stamps and trading cards and airplanes and magic tricks and puzzles and beanies and badges and special comics and they didn't miss a correct address once.

"Yes sir, radio and television can sell premiums to people who can't even read or write. Wait 'til we start selling premiums in color, and three dimensions. That'll be the day."

Manufacturers of radio and tv sets and appliances find premiums effective in attracting people into their dealers' stores and in getting them to buy their brand instead of some other line, according to Seymour Mintz, vice president in charge of advertising of Admiral Corp. Premiums also are of value in combatting cut-price stores, he said. "We have found that when we offer a dinette set to customers buying an Admiral product they do not ask for cut prices on merchandise."

Premiums are being used in the sale of tv sets, where trade-ins of small screen sets for large screen present a problem for the retailer in dealing with customers who think their old sets are worth $50 to $100 or more while he knows he can't resell them for more than $15 or $20. "Many of our dealers have found that instead of taking the old small screen tv in trade, they offer the customer a dinette set or some other particular premium and tell him to keep his old set," Mr. Mintz said.

Use of premiums in the retail food field was described by Donald R. Grimes, president, Indepedent Grocers' Alliance, and L. R. Bressler, purchasing agent, Stanley Home Products, who told how his company buys and uses premiums. Conference which lasted from 9 a.m. until noon Tuesday, was held in conjunction with the annual Premium Show, at the Astor Monday through Thursday.

WBA Sets Annual Meet

EDUCATIONAL tv activity of the state of Wisconsin will be discussed by the Wisconsin Broadcasters Assn. when its members convene for the annual WBA meeting at the Plankinton Hotel in Milwaukee Oct. 6, Ben Laird, WDUZ Green Bay, WBA president, has reported. Annual election of officers and plans for 1953-54 also will be taken up.

XUM

Live Talent, Live Audience

The area WNAX-570 covers is immense and predominantly rural. Rural folks like live talent. WNAX-570 delivers it, with 30% of our air time live and local.

Big Aggie Land meets station personalities on the air and in person. The *WNAX Bohemian Band* regularly tours our coverage area—Minnesota, the Dakotas, Nebraska and Iowa. On Saturday nights a sizable group travels to various towns presenting *The Missouri Valley Barn Dance*. Wynn Speece takes *Your Neighbor Lady*, her kitchen program, on a series of summertime picnics. Les Davis, dean of Midwest coaches, covers major sports events play-by-play and on-the-spot. The popularity of these and other WNAX-570 personalities is attested by 31,462 requests for picture postcards of our "talent" in a recent 77-day period. And by Diary Study ratings: our average ¼-hour rating is twice that of any one of the 45 other stations mentioned in the Study.

To sell live and lively in our countrypolitan market, see the Katz man.

WNAX-570
Yankton-Sioux City
A Cowles Station
Represented by The Katz Agency
CBS Radio

WAY URGES NEW RADIO ASSOCIATION

KVOO's William B. Way, as president of Associated Tulsa Broadcasters, says industry needs new 'militant' radio organization devoted only to aural broadcasting and not committed to serve television as well.

PROPOSAL to form a "militant radio organization" with a name such as "Federation of American Radio Broadcasters" has been made by William B. Way, KVOO Tulsa, circularizing stations as president of Associated Tulsa Broadcasters Inc. The idea could be carried out through state organizations, he suggested. Mr. Way also said that radio lacks "a trade journal that stands up for radio and radio only."

"For years we have not deemed it consistent or reasonable to support the NARTB," Mr. Way wrote, "not because we have any fight with NARTB but the fact that they are supposed to represent both broadcasting and television is to our mind inconsistent and this cannot be properly done in one organization."

Pros and Cons

Asked what reaction he had received from broadcasters, Mr. Way telegraphed B•T: "So far all pros and no cons. Advise later."

Comments sent to B•T included these, in excerpted form:

Allen B. Woodall, WDAK Columbus, Ga.—"All of our stations, and I am interested in four, sincerely feel that NARTB can, and is, doing the job for the industry. If your boys want an organization to 'stand up for radio and radio only,' you would get solidly in behind Broadcast Advertising Bureau."

Ben Strouse, WWDC Washington — "What this country needs least is another trade organization. From the sales end—our life blood—BAB in my estimation is doing a tremendous job for radio and radio only. The services that NARTB is effectively rendering to our industry are numerous. WWDC has just saved half of its substantial annual NARTB payments through the savings it made on tower insurance as a result of NARTB's intensive work.

"I believe we are singularly blessed in this industry with an effective, able trade press. The most important segments of the press have in my opinion given radio a fair shake. In short, I could not more vehemently disagree with the sentiments in your letter and that, despite the fact that I have great admiration for the work your organization has done locally. State associations have their value but they should work with NARTB and BAB and not against them. I would frankly work actively to fight the formation of unnecessary and additional trade organizations."

Frank Procter, WTJS Jackson, Tenn.—"Have written Bill Way would consider new radio association only after radio broadcasters have given NARTB and BAB sufficient support to prove their worth. Too few stations belong to these organizations from which all broadcasters benefit. Only two of six Tulsa stations listed as members NARTB."

Joseph L. Brechner, WGAY Silver Spring, Md.—"I have found NARTB and BROADCASTING • TELECASTING eminently fair in telling radio's story. Until conditions change, I think it would be a mistake to have another trade association or a new trade magazine as suggested."

Attempt to Discredit

Robert E. Williams, WFML (FM) Washington, Ind.—"You are vainly attempting to discredit one of the strongest industry organizations I have ever had the privilege to work with. Possibly the operator rule change did not affect your station, but for everyone that it did not, a half-dozen were benefited. You get out of an organization only what you put into it. I am amazed that a man of your years of experience is not familiar with the Federation of State Broadcasters. May I ask if you ever, in your apparent years of membership in the NAB, wrote as many letters or worked as hard for the association as you apparently are against it?"

OFFICERS and directors of the Texas Assn. of Broadcasters met for their semi-annual directors' meeting at the Kritser Ranch, owned by Tom Kritser, general manager of KGNC-AM-TV Amarillo. Ranch is 20 miles north of the Texas city. L to r: Mr. Kritser; J. M. McDonald, KFDA-AM-TV Amarillo, TAB past president; Bill Deason, KVET Austin, TAB vice president; Richman Lewin, KTRE Lufkin; Ray Herndon, KTRH Houston; Barney Ogle, KRGV-AM-TV Weslaco; Boyd Kelly, KTRN Wichita Falls, president of TAB; George Marti, KCLE Cleburne; Louis Cook, KNOW Austin, secretary-treasurer of TAB. At the meeting the broadcasters planned details of the TAB convention to be held Oct. 9 at Mineral Wells.

SCBA Sets 'Whingding'

SOUTHERN California Broadcasters Assn. will hold its 1954 "Whingding" Oct. 14 at Inglewood Country Club. Chairmanned by Mark L. Haas, vice president and program director of KMPC Hollywood, the afternoon golf tournament and evening dinner and entertainment is open to SCBA male members and friends.

BAB'S PLANS UNIT DRAFTS CAMPAIGN

Local-national drive to boost radio will be coordinated by the new Plans Committee.

PLANS for BAB's coordinated, local-national level drive to broaden advertiser acceptance of radio's sales effectiveness were developed last week at the first meeting of the bureau's new 22-man Plans Committee, with Oct. 1 set as campaign kickoff date.

As a corollary move the committee also established a subcommittee to study and devise ways of advancing the sale of nighttime radio.

The drive will be conducted by local committees working in conjunction with BAB headquarters personnel to sell the sales power of radio to national advertisers and their local representatives simultaneously. The project will be coordinated so that, at the same time BAB headquarters executives are calling on a national advertiser, the local committees throughout the country will be calling on that advertiser's district managers, distributors, jobbers, etc.

Subcommittee to study promotion of nighttime radio sales consists of Oliver Treyz, ABC; Ridgway Hughes, NBC Radio; George Bristol, CBS Radio; James Tyler, Mutual, and from station representation firms, Gene Katz of The Katz Agency and Robert Meeker, Robert Meeker Assoc.

Other focal points of discussion at the meeting, held Wednesday at BAB headquarters in New York and presided over by committee Chairman Donald W. Thornburgh of WCAU Philadelphia, included further development of joint sales efforts by all stations in a community banding together to sell advertisers on the use of radio, wider use of radio as a means of promoting radio, and merchandising radio advertising.

BAB President William B. Ryan and other BAB executives conferred with the new committee, formed a few weeks ago in a merger of the promotion and research committees [B•T, Aug. 31]. All committee members were on hand except Arden X. Pangborn, WOAI San Antonio, and Mr. Treyz, who was represented by Gene Acces, also of ABC.

Members of the committee:

Station executives: Edward Breen, KVFD Fort Dodge, Iowa; Al Cadwell, KOAT Albuquerque; Charles H. Crutchfield, WBT Charlotte; George J. Higgins, KMBC Kansas City; Howard Lane, KOIN Portland, Ore.; Winslow Leighton, WSNY Schenectady; Henry Johnston, WAPI Birmingham; Robert J. McAndrews, KBIG Avalon, Calif.; William A. McGuineas, WGN Chicago; Arden X. Pangborn, WOAI San Antonio; Daniel C. Park, WIRE Indianapolis; F. C. Sowell, WLAC Nashville; Ben Strouse, WWDC Washington; Owen F. Uridge, WQAM Miami; Walter E. Wagstaff, KIDO Boise, Idaho; Ralph N. Weil, WOV New York.

Network officials: George Bristol, CBS Radio; Oliver Treyz, ABC; James Tyler, Mutual, and Ridgway Hughes, NBC Radio.

Station representative presidents: Eugene Katz, The Katz Agency; Robert Meeker, Robert Meeker Assoc.

Now on the Air

KHQA-TV

THE TELEVISION STATION OF

W T A D

Serving the

KEOKUK - HANNIBAL - QUINCY AREA

IOWA MISSOURI ILLINOIS

CHANNEL 7

CBS TELEVISION

DUMONT

Lee STATIONS

Represented by Weed & Company

KHQA-TV, *QUINCY, ILLINOIS*

Channel 7

Effective Radiated Power—Video 316,000 Watts,
Interim 36,300 Watts
Audio 158,000 Watts
Interim 18,150 Watts

Tower Height { **804 Feet High**
886 Feet Above Average Terrain
1539 Feet Above Mean Sea Level

For availabilities write:
Walter J. Rothschild, National Sales Manager
Lee Stations, Quincy, Illinois

WSAB SETS DUES ON VOLUME BASIS

REVISION of the dues rate structure for membership in the Washington State Assn. of Broadcasters was decided upon at the semi-annual WSAB membership meeting in Seattle September 15. The afternoon meeting, chairmanned by WSAB president Leo H. Beckley, president-general manager of KBRC Mt. Vernon, followed the NARTB Dist. 17 sessions, also held in Seattle.

Seeking to insure its $12,000 annual budget, the association decided to gear membership dues to the stations' gross business volume, with a $10 monthly minimum, a $100 monthly maximum for stations grossing in excess of $500,000 a year, and a scaling of dues between the two for stations whose volume falls in intermediate brackets.

Specific figures for the brackets and dues are to be determined by the WSAB board of directors after a mail survey in which member stations will be asked to indicate the broad volume-categories in which they fall.

The dues for 1954, 1955 and 1956 will be based on station volume in 1952, and dues for the succeeding three years (1957-59) will be determined in advance on the basis of 1955 income. The board was authorized to make adjustments during the three-year period, however, in the event of special circumstances such as the loss of network affiliation.

The WSAB also invited television stations to join the association for a year, at monthly dues of $10, to determine what services the association can provide for tv outlets.

Thomas C. Bostic, KIMA Yakima director of station operations, was elected to the board, succeeding R. Lee Black.

Arkansas Broadcasters Bar Tv, Fm Membership Bid

MEMBERS of the Arkansas Broadcasters Assn. rejected a proposal to admit tv and fm stations to membership at a meeting held Sept. 13-14 in Little Rock.

Meeting included an engineering conference arranged by Kermit F. Tracy, KLRA Little Rock. Speakers included Jack Tudor, KRTV (TV) Little Rock; Ernest C. Thelemann, Conelrad central supervisor; Arthur D. Evans, Texas Instruments Inc., and S. H. Van Wambeck, Hammarlund Mfg. Co.

A sales clinic was conducted by Kermit Richardson, KGHI Little Rock.

RTNDA Sets Awards Judging For Radio-Tv News Oct. 2

JUDGING for the 1953 radio-tv news awards given by the Radio-Television News Directors Assn., has been set for Oct. 2, it was announced last week by Northwestern U., Evanston, Ill. The contest will take place at the Orrington Hotel.

The competition is sponsored annually by RTNDA in cooperation with Northwestern's Medill School of Journalism, with awards for outstanding radio and television news operation.

Judges include Sol Taishoff, editor and publisher of B•T; E. R. Vadeboncoeur, president-general manager of WSYR-AM-TV Syracuse, N. Y., and Erle Smith, radio newsman and former news director of KMBC Kansas City, Mo. Baskett Mosse, professor of journalism and radio-tv chairman at Medill, is head of the awards committee.

FCC SEEKS NETWORK DATA ON POST-THAW TV OUTLETS

Commission letters go to stations, networks and RETMA in effort to gain better insight on programming.

FCC last week took into the open its study of network affiliation policy and practice involving post-thaw vhf-uhf grantees—an inquiry which it has been conducting for some weeks at staff level [CLOSED CIRCUIT, Aug. 31, 24].

The Commission disclosed letters being sent to all operating post-thaw vhf and uhf stations, the four national tv networks and the Radio-Electronics-Television Mfrs. Assn. for up-to-date information on "the progress being made by the new post-thaw television stations in establishing themselves as an integral part of a nationwide television service."

FCC officials acknowledged that an informal staff survey shows that nearly all operating post-thaw uhf grantees have acquired some network affiliation. They said the Commission has received scanty complaint of affiliation refusal, but explained there is concern over what calibre of network affiliation is being afforded the new stations, especially uhf.

Therefore, these officials explained, the problem requiring detailed exploration does not appear to be refusal of networks to affiliate, but rather the program and payment practices which exist under the new affiliation agreements.

Answers Wanted

What kind of programs are available, when are they available, how many can be obtained and how much, if anything, are post-thaw affiliates getting for network shows? These are the questions for which FCC wants answers.

Requesting answers from the networks and RETMA by Oct. 5 and from post-thaw operating stations by Oct. 19, the FCC letters were directed by the Commission over the signature of Chairman Rosel H. Hyde.

Commission representatives said they have received verbal expressions of fear on the part of uhf permittees concerning network affiliation prospects, but in recent weeks only one written comment concerning a local situation. This was from WIFE (TV) Dayton, Ohio, new uhf ch. 22 outlet, which momentarily hoped to begin operation with slim prospects of network service.

Written to the Commission Sept. 8 by Ronald B. Woodyard, president-general manager, WIFE explained DuMont will supply only those programs for which it cannot clear time on WHIO-TV Dayton while ABC will not place any program unless specifically requested to do so by a sponsor or agency.

WHIO-TV operates on vhf ch. 7, carrying ABC, CBS and DuMont programs. WLWD (TV) Dayton, on vhf ch. 2, is an NBC outlet.

Mr. Woodyard noted that "there is not at the present time a legal code by which the FCC can coerce the networks into aiding us to broaden and widen our audience." But he questioned whether the facts "would indicate that there may be a condition of restraint of trade in the Dayton area, which in turn will deny the people of Dayton the very benefits for which the FCC made uhf allocations. Unless some relief is secured, this may very well stifle the development of uhf television in the Dayton area."

In its letter to post-thaw operating tv stations, FCC wrote as follows:

The Commission is interested in the progress being made by the new "post-freeze" television stations in establishing themselves as an integral part of a nationwide television service.

We would therefore appreciate submission by you of figures showing your total television broadcasting revenues and total television broadcast expenses for each month since you have gone on the air. Total broadcast revenues are defined to include total sale of station time less commissions plus the incidental broadcast revenues such as sale of talent, furnishing material or service, etc. (line 25, Schedule 5, Annual Financial Report, Form 324). Total broadcast expenses include the technical, program, selling, general and administrative expenses but not federal income taxes (line 33, Schedule 6, Annual Financial Report).

The Commission will maintain the above information on a confidential basis.

Receipt of the requested data by Oct. 19, 1953, or earlier, would be appreciated.

The Commssion letters to the national tv networks said:

The Commission is interested in the progress being made by the new "post-freeze" television stations in establishing themselves as an integral part of a nationwide television service. Because network affiliation and programming is an important aspect of such development, we would appreciate obtaining the following information:

(1) As of the latest date available, a list of all your affiliated television stations.

(2) Please define a "basic" affiliate, as compared with other affiliated stations, and list all stations considered to be "basic" affiliates. Similarly, specify differences between "primary" and "secondary" affiliated stations.

(3) For the week of September 14-20, for each network program, please specify the following: (a) The call letters and city of each station carrying the program. (b) The time the station carried the program. (c) Whether the program was carried simultaneously, or on a delayed basis. (d) Whether the program was commercial or sustaining. (e) Which stations, if any, carried the program on a "bonus" arrangement, and which stations, if any, paid line charges to obtain the program. (f) Please indicate if there are any arrangements for adding or substracting any stations carrying the above program.

(4) With respect to each television station, and for the period from January 1, 1953, to August 31, 1953: (a) Commercial time delivered to station—total clock hours. (b) Sustaining time delivered to stations—total clock hours. (c) Total compensation paid to stations.

In each case when payments to a station thus far in 1953 have totalled less than $50,000, please set forth the information requested in (4) in month-by-month detail.

The Commission will treat all such information on a confidential basis.

Your cooperation in submitting such data by Oct. 5, 1953, or earlier if possible, would be appreciated.

In its letter to RETMA, the Commission asked for current basic information as to the manufacture of tv transmitting and receiving equipment. "Accordingly," FCC said, "we would appreciate the receipt of data showing for your constituent members the status of the manufacture of both vhf and uhf transmitters with particular reference to those of high power, and of vhf and uhf receivers, including tuners and converters permitting the receipt of uhf programs on vhf-only receivers."

In addition, FCC's letter asked for "a statement delineating the present and proposed policies of your constitutent members with respect to the manufacture of such equipment." FCC said the data supplied about individual manufacturers would be kept confidential.

Meanwhile, the tv networks last week began compilation of the data sought by FCC, although officials privately expressed the view that they would be lucky if they finish the job by the Oct. 5 deadline.

NBC-TV circulated questionnaires among its affiliates to expedite the collection of information and also to permit double-checking of data. If stations encounter delays in getting the information back to NBC-TV, it was felt, the network may be forced to ask FCC for an extension of time.

There was considerable speculation about

In the NEW Pittsburgh . . . On the NEW KQV . . .

Nationally Famous Disc Jockey *JOE DEANE* Brings You Two New *Sales Packed* Shows!

There's definitely something *new* in Pittsburgh radio this Fall! He's Joe Deane, one of the nation's leading disc jockeys. Joe is already the talk of the town with his two KQV platter shows—the fresh new "Morning Mayor" from 6:30 to 9:30 a.m. Monday through Saturday . . . and the sparkling new "Deane-Agers Show" from 4:20 to 5:45 p.m. Monday through Friday. Even in his first week, Joe rang up an outstanding sales success story for a 'teen-age cosmetic!

Wherever we go, *people tell us* these are the two best buys in Pittsburgh Radio this Fall! Who are we to argue? And look at these attractive availabilities and rates!

Morning Mayor:

Fourteen-minute segments, rotating basis, six days a week, $225, fully commissionable.

Minute announcement: $17.50, 6:30—8:29 A.M.
$30.00, 8:29—9:30 A.M.
Station Break: $10.00, 6:30—8:29 A.M.
Discounts as earned.

Deane-Agers Show:

Quarter-hour, $85 base plus minimum AFRA talent rate.
Minute announcement, $30
Station break, $22
Discounts as earned.

Joe is backed all the way by a strong lineup of top-rated CBS shows. It's a combination that can't miss. And we can prove it if you'll call or write!

KQV NOW CBS RADIO

Pittsburgh's Aggressive Network Station

National Representatives: WEED & CO. New York • Boston • Chicago • Detroit • San Francisco • Los Angeles

Coming to Oklahoma City...

KTVQ TELEVISION

CHANNEL 25

on the air October 11!

This will mean LIVE CLEARANCE for your programs in the Oklahoma City market, the 53rd market of America, the 49th in sales!

Watch Oklahoma City . . . Watch KTVQ Television

SELECTED CBS ABC DUMONT PROGRAMS

To Reserve Time on KTVQ-Television, Write, Wire or Call—
JOHN ESAU, *President*
or

H-R TELEVISION, INC.

NEW YORK 17, N. Y
Chrysler Bldg.
MUrray Hill 9-2606

CHICAGO 1, ILLINOIS
35 E. Wacker Dr
RAndolph 6-6431

SAN FRANCISCO, CAL.
110 Sutter St.
EXbrook 2-3407

HOLLYWOOD, CAL.
Equitable Bldg.
GRanite 1480

FCC's intentions. But it seemed generally agreed that the Commission's queries probably were prompted by complaints from stations who say they have experienced difficulty in getting network affiliation, or, in the case of some affiliates, that they haven't been getting as much network programming as they'd like.

Prime objection of network legal experts, however, was directed against the mass of records to be combed and the volume of detail.

It appeared unlikely that FCC will get all its requested information in exactly the form prescribed, but network spokesmen said they would do the best they could.

CBS-TV, for example, found that to supply the clock-hour program figures and compensation data for the Jan. 1 to Aug. 31 period specified by the Commission would require—since Jan. 1 and Aug. 31 fall in midweek—more than twice as much working time as if the data were shown for full weeks ending on Saturdays. Accordingly FCC informally approved CBS-TV's submission of this data for the period Jan. 5 to Sept. 5.

ABC-TV authorities pointed out that affiliates do not always give immediate reports on which network sustaining shows they carry and expressed fear that answers to FCC's questions in this category may be incomplete.

DuMont spokesmen had no comment respecting FCC's letter.

Text of Mr. Woodyard's letter to FCC:

Within a few days we expect to place in operation our uhf television station for which we hold a construction permit for ch. 22. As we launch this station we are hampered by severe handicaps which seriously threaten the development of uhf television.

Because there have been two vhf television stations operating in Dayton for more than four years, practically every home in the area has a television set. Yet, hardly any of them are equipped to receive a uhf station. Any medium of communication depends upon audience circulation. This, in turn, will be governed by how rapidly the people convert their present sets or buy new ones to receive our ch. 22 signal. This in turn, will largely be determined by the caliber of the programs we are able to offer in competition against the two established network vhf stations.

Therefore, we have discussed the matter of a network affiliation with officials of the DuMont Television Network and the American Broadcasting Co. In the case of DuMont, we have been informed that we will be permitted to carry only those programs for which time cannot be cleared by the vhf station, WHIO-TV. This station is operated by the James Cox interests, who also control the only two daily newspapers in Dayton, as well as radio station WHIO. In the case of the American Broadcasting Co., we have been informed that we can expect no affiliation at this time, no effort will be made by that network to place programs on our station, and we can only expect to carry programs from this network if the advertiser and/or its advertising agency specifically requests ABC to place the program on our station.

Thus, the two existing vhf stations, with the blessing of all four television networks, will monopolize nearly all the network programs, despite the fact that it is obviously impossible to accommodate all of the programs at the desirable live times convenient for Dayton citizens. Therefore, WIFE on ch. 22 will lack those programs which will expand the circulation and audience for the station vital for the station's survival.

Without network affiliation, many outstanding public service and sustaining programs will be denied the people of the Dayton area, as they have in years past, even though we are now ready and able to broadcast such programs. We feel our public service obligations most sincerely. The corporation which holds the construction permit for WIFE is owned by 74 local people, many of whom have widely diversified business and philanthropic interests. They want to serve the public interest of . . . Dayton . . . with WIFE.

Although we realize our public service obligations as set forth by precedent and rulings of the FCC, we now find that it will be most difficult for us to discharge these obligations. We further appreciate that there is not at the present time a legal code by which the FCC can coerce the networks into aiding us to broaden and widen our audience. Furthermore, we also appreciate that the policies of the networks are now largely determined by the interests of the advertisers and their advertising agencies, and not in accordance with the spirit under which the FCC operates.

Surely, these facts would indicate that there may be a condition of restraint of trade in the Dayton area, which in turn will deny the people of Dayton the very benefits for which the FCC made uhf allocations. Unless some relief is secured, this may very well stifle the development of uhf television in the Dayton area.

All Southern California in ONE GIANT ECONOMY PACKAGE

MAKE THE WHOLE SALE AT A WHOLESALE RATE!

Do it with KBIG, the convenient, efficient way to reach the *whole Southland* direct from Catalina!

Not just America's Third Market (Los Angeles), or America's 25th Market (San Diego), or America's 62nd Market (San Bernardino)—but *all* of them PLUS lots more in between. A total of over six million people, at a KBIG base hour rate of only $118.

KBIG Does It Alone? Yes, KBIG's 10,000-watt signal focuses all its strength on its market and wastes none out to sea. Booming across salt water (finest known conductor of radio waves), KBIG covers Southern California's mainland from Santa Barbara to Mexico. KBIG helps you to make the Whole Sale, to *all* the Southland, at Wholesale Prices—as little as $9 a spot! One medium, one set of copy, one bill.

Prove It To Yourself! Compare KBIG's base hour rate ($118) or base minute rate ($18) with any combination of newspapers, outdoor, television or radio you need to get this same coverage. You'll see why KBIG is the BIG Buy, the best way to make the Whole Sale at the Wholesale Price.

Availabilities Will Never Be Better! Call Meeker or us—get the whole KBIG story—and place your schedule on

10,000 WATTS AT 740

KBIG

GIANT ECONOMY PACKAGE OF SOUTHERN CALIFORNIA RADIO

REPRESENTED BY Robert Meeker Associates, Inc.

STUDIOS IN AVALON AND HOLLYWOOD

John Poole Broadcasting Company

6540 Sunset Blvd., Hollywood 28, Calif. • HOllywood 3-3205

KBIG Los Angeles • **KBIF** Fresno • **KPIK-TV** Los Angeles • **KBIC-TV** Sacramento

It Takes... WHIZ-TV

TO HIT THE BULLSEYE MARKET

IN SOUTHEASTERN OHIO!

(✓) **Check Ohio's NINTH Largest Trading Area For Results**

(✓)	Population	552,416
(✓)	1953 Eff. Buying Income	$803,036,000
(✓)	1953 Retail Sales	$479,717,000
(✓)	1953 E. B. I. Surplus	$323,319,000
(✓)	1953 Food Sales	$146,147,000
(✓)	1953 Drug Sales	$ 13,034,000

(✓) Television programing from NBC-CBS-ABC-Dumont Networks.

(✓) Complete film department service.

(✓) Complete services for art work and set design.

WHIZ-TV
CHANNEL 50

Established May 23, 1953

National Representative - John E. Pearson, Inc.

First in Southeastern Ohio

GOVERNMENT

FTC SOFTENS POLICY ON 'FREE' IN ADS

Revised ruling allows 'honest' use of the term—but 'not as device for deceiving public.'

DRASTIC softening of the Federal Trade Commission's policy since January 1948 on use of the word "free" in advertising was contained in an FTC policy statement Sept. 18 accompanying dismissal by that body of its complaints against Walter J. Black Inc., trading as The Classics Club and Detective Book Club.

The FTC, under the new policy, revised its interpretation of "free" to permit its use to describe goods given without cost upon purchase of other merchandise so long as the term is used "honestly" and not as a "device for deceiving the public."

Under FTC's former "administrative interpretation" published in the *Federal Register* Jan. 30, 1948, the agency had prohibited the use of "free" to describe merchandise to which any strings were attached.

Use of "free" will be considered unfair or deceptive in future, FTC said, under these conditions:

"(1) When all of the conditions, obligations or other prerequisites to the receipt and retention of the 'free' article of merchandise are not clearly and conspicuously explained or set forth at the outset so as to leave no reasonable probability that the terms of the advertisement or offer might be misunderstood; or

"(2) When, with respect to the article of merchandise required to be purchased in order to obtain the 'free' article, the offerer either (1) increases the ordinary and usual price; or (2) reduces the quality; or (3) reduces the quantity or size of such article of merchandise."

Carretta Opinion

In an opinion written by Comr. Albert A. Carretta, FTC's majority opinion said that a person enrolling in the Detective Book Club upon accepting a "free" book for such enrollment, obligated himself to buy additional books during the ensuing 12 months. Chairman Edward F. Howrey and Comr. Lowell B. Mason concurred in the FTC opinion, while Comrs. Stephen J. Spingarn and James M. Mead, although concurring in the complaint dismissal, dissented from views expressed in FTC's majority opinion. Comr. Mead said he would file a separate opinion later.

Posing the question, FTC said U.S. businessmen are entitled to a clear and unequivocal answer, saying that the practice of offering an article free upon purchase of another article has been in use almost a hundred years. Describing "free" as a comparative adjective with no deflnite and absolute meaning, FTC cited a Pennsylvania court case in 1873 where use of the word was contested.

Educ. Fm Procedure Revised

REVISION of noncommercial educational fm license procedure to conform to procedure now employed for regular am and fm stations was announced by the FCC last week. Under the new procedure, noncommercial educational fm licenses will expire upon a geographic basis rather than a frequency basis at the same time licenses of stations located in contiguous areas expire. License renewal applications must be filed 90 days prior to the expiration of the license. The next renewal of license granted will run for the full three-year period.

WNJR Employes Protest Proposed Stations Transfer

PROTEST was made to FCC last week by a group of 17 employes of WNJR Newark calling for hearing on the pending transfer applications whereby the Newark Evening News Pub. Co. sells WNJR and acquires WVNJ there. The employes challenge program representations made to the Commission in view of proposed reduction in staff.

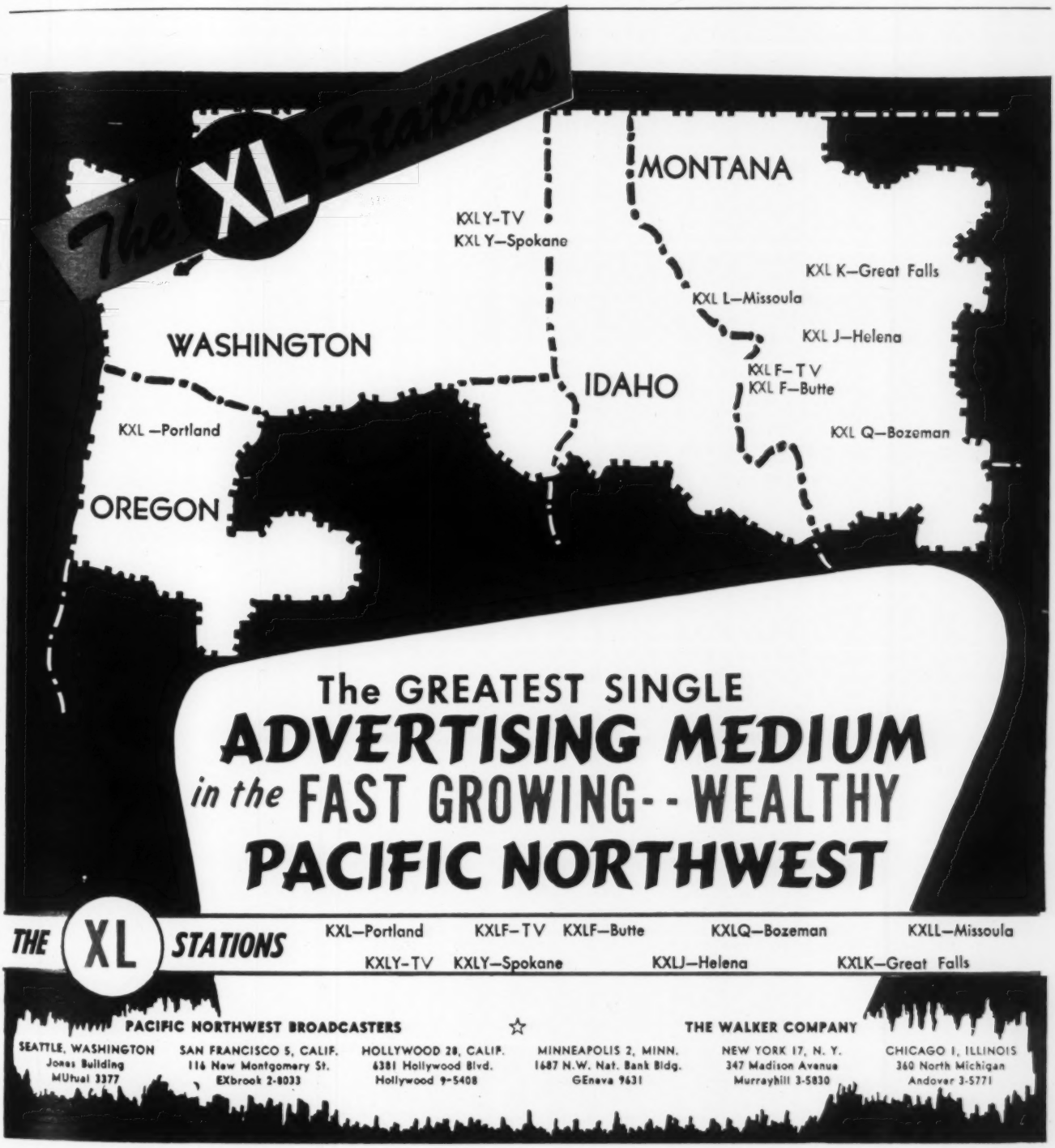
The *Evening News* has sold WNJR for $145,000 to Rollins Broadcasting Inc., operator of WJWL Georgetown, Del.; WRAD Radford, Va.; WFAI Fayetteville, N. C., and WRAP Norfolk, Va. [B•T, Sept. 7]. The *News* has purchased WVNJ from Arthur Walsh and associates for $96,750 plus assumption of 4% bearer notes which totaled some $300,000 as of July 1.

Both independent outlets, WNJR is assigned 5 kw on 1430 kc, directional night, while WVNJ is assigned 5 kw on 620 kc, directional day and night.

The employes' petition contends Rollins will cut the staff of WNJR in half and suspects, because of a blind box trade advertisement, that WNJR will be programmed to the Negro audience. Similarly, the petition charges major programming changes will be made at WVNJ. Because of the many "unanswered questions" involved in both transfer applications, the employe group asks hearing.

Gwynne Sworn in for FTC

JOHN W. GWYNNE, Waterloo, Iowa, attorney who served seven terms as a GOP Congressman (1935-48) from Iowa's 3rd District, was scheduled to be sworn in late Friday for a seven-year term as a member of the Federal Trade Commission, succeeding Stephen J. Spingarn, New York Democrat, whose term expired Friday after he had filled the last three years of an unexpired vacancy. Mr. Gwynne's appointment, confirmed by the Senate Aug. 3 after President Eisenhower nominated him July 30, gives Republicans a majority on the FTC.



VOA Uses New, $5 Million Transmitter in Munich

U. S. Information Agency's Director Streibert says the Voice's longwave transmitter is many times more powerful than strongest commercial radio station in U. S. Signal carries to satellite areas on frequency also used by Radio Moscow, cutting down Soviet propaganda effectiveness.

A $5 MILLION longwave transmitter "is now sending a stronger Voice of America behind the Iron Curtain," Theodore C. Streibert, Director of the U. S. Information Agency revealed Thursday. The new U. S. station is located near Munich in Germany.

Mr. Streibert

Mr. Streibert is former board chairman of MBS. He took office as head of the new USIA in August.

He said the transmitter has its power furnished by a 4,800 kw diesel plant. The transmitter was described as "many times more powerful than the strongest commercial radio station in the U. S."

Mr. Streibert said the station began testing Aug. 15 and now is sending regular programs on the European longwave broadcast band to Soviet satellites near Germany, Austria and Yugoslavia. The new facility augments existing shortwave and medium facilities now operated by Voice in Munich, he said. The station is on 173 kc, one of several frequencies also used by Radio Moscow.

On Air Full Power

Mr. Streibert said, "Since our new Munich station has been on the air full power, it is clearly heard by the peoples of the satellite countries where heretofore Radio Moscow was the predominant longwave station. At the same time it has materially reduced the effective coverage of Western Europe and the satellite countries by Soviet broadcasters."

The new station broadcasts in 11 languages. Programs total seven hours, 15 minutes daily; about 80% of them originating in New York. Programs are shortwaved to Munich from where they are relayed. The other programs are prepared and broadcast in the German city.

The Munich longwave facility is operated by 13 American engineers and technicians and 30 local employes. Estimated annual cost of operation is about $400,000. Construction was begun February 1952.

KIRV (TV) Hearing Scheduled

FCC last week scheduled for Oct. 29 hearing a request by KIRV (TV) Denver for a time extension to complete construction. The uhf ch. 20 outlet was authorized Sept. 18, 1952, and was the first of a group of post-thaw stations to receive McFarland letters indicating the need for hearing on their extension pleas [B•T, Sept. 21, Aug. 17].

1953 Composite Week

DATES constituting the composite week for 1953 program log analysis in connection with renewal applications of all am, fm and tv stations whose licenses expire in 1954 were announced by FCC last week. The dates:

Sunday	Dec. 28, 1952
Monday	Jan. 19, 1953
Tuesday	March 31, 1953
Wednesday	April 15, 1953
Thursday	May 7, 1953
Friday	July 24, 1953
Saturday	Sept. 12, 1953

FCC drew attention to the fact that additional program data may be submitted if the applicant believes the statistics based on one composite week do not adequately reflect program service rendered.

PHENIX CITY PROTEST DENIED

PROTEST by the City of Phenix City, Ala., against FCC's grant of vhf ch. 4 at adjacent Columbus, Ga., to Columbus Broadcasting Co., was denied by the Commission last week on the ground that the new tv grantee promised in its application to carry programs of interest to Phenix City.

The Alabama city had charged that Columbus Broadcasting, representing a merger of WRBL Columbus and the *Ledger-Enquirer* (WGBA) there, would effect further concentration of mass media control [B•T, Sept. 21, 14; Aug. 31]. Phenix City alleged that the newspapers slanted news against it and in favor of Columbus, which charges were denied.

Comr. Frieda B. Hennock dissented, indicating her desire for further inquiry concerning the charges.

Applications Filed

Meanwhile, transfer applications were tendered at the Commission last week for sale of WGBA as required in the ch. 4 grant. R. W. Page Corp., 51% owner of the ch. 4 permittee and publisher of the *Ledger-Enquirer*, has sold WGBA for $25,000 to Roy M. Greene and associates, owners of WPNX Phenix City, who in turn have sold WPNX for $30,000 to L. H. Christian and C. A. McClure, principal owners of WRFC Athens, Ga.

The present WPNX owners proposed to move WGBA to Phenix City while the prospective buyers of WPNX will transfer it to Columbus. WPNX is assigned 1 kw day on 1270 kc while WGBA is on 1460 kc with 1 kw fulltime, directional. WGBA is affiliated with ABC and MBS.

Brown Protests WARC Sale

GORDON P. BROWN, operator of WSAY Rochester, N. Y., petitioned FCC last week to reconsider its approval for the sale of WARC Rochester by S. W. Townsend and associates for $105,000 to Star Broadcasting Co., licensee of WGVA Geneva, N. Y. [B•T, Aug. 31]. Mr. Brown charged that in acting on the sale, FCC failed to consider his earlier protest that WARC refused to allow WSAY to rebroadcast network programs of sponsors who desire their programs to be rebroadcast by WSAY. Alleging violation of Sec. 325(a) of the Communications Act, Mr. Brown contended the transfer is not in the public interest.

WDRC, WTIC Propose Vhf Ch. 3 Tv Merger

Hartford contest is reduced to two applicants, WTIC and Hartford Telecasting Co. If WTIC wins, it will give WDRC principals part interest.

THREE-WAY contest for vhf ch. 3 at Hartford, Conn., was narrowed to two last week as pioneer competitors WDRC and WTIC there concluded an agreement which will join their radio and tv activities in the event WTIC's bid wins out in contest with Hartford Telecasting Co. WDRC gives up its own ch. 3 application.

Should the application of Travelers Broadcasting Service Corp. (WTIC) win out over Hartford Telecasting Co., according to the WTIC-WDRC pact, WDRC would be sold and Connecticut Broadcasting Co., WDRC licensee, would purchase "a substantial minority interest" in Travelers. Travelers would continue operation of WTIC-AM-FM in addition to the tv station.

To Be Directors

Franklin M. Doolittle and Walter B. Haase, respectively president and vice president of WDRC, in which they are principal stockholders, would become directors of Travelers and hold executive positions in that company. Mr. Doolittle would become vice president in charge of engineering. The present WDRC employes "will have employment preference in the necessary expansion of the WTIC organization," the announcement stated.

The proposed merger of WTIC and WDRC in the event of a ch. 3 grant was made public in a joint statement by Mr. Doolittle and Paul W. Morency, vice president and general manager of WTIC.

Meanwhile, Hartford Television, headed by contractor Clifford S. Strike and broadcaster Capt. Harry C. Butcher, filed with FCC an amendment of its ch. 3 bid to show expansion of ownership and stock subscription among local and New York businessmen. Capt. Butcher is owner of KIST and part owner of vhf ch. 3 KEYT (TV) Santa Barbara, Calif.

European Group Says U. S. Is Stalling on Global Tv

A REPORT from Strasbourg, France, last Thursday said The Council of Europe accused the U. S. of delaying the development of international tv. The report was by the council's Committee on Cultural and Scientific Questions.

The report asserted American stalling on standardizing world copyright laws has set up a roadblock to a worldwide tv network. Reason: Copyright bottleneck prevents exchange of program material. The report, which also said European nations are making big strides in developing tv technical facilities, was up for debate in the assembly session.

Waco, Des Moines Hearings

TWO MORE comparative tv hearings were scheduled by FCC last week for Des Moines and Waco, Tex. Both will be heard in Washington commencing Oct. 23. Seeking vhf ch. 8 at Des Moines are KSO and KRNT. Vhf ch. 10 contestants at Waco are KWTX and Waco Tv Corp.

AT YOUR SERVICE....

Meet the folks who **SELL** *for* **YOU** *in* **TWO** *major markets of the great Southwest. (one of a series)*

L. A. (BUD) BLUST, JR.

L. A. (Bud) Blust, Jr., vice president-general manager of KTUL, Tulsa, and KFPW, Fort Smith, is a staunch believer that Radio is the greatest mass medium of advertising.

With 17 years of Radio sales and management experience behind him, Blust is well acquainted with the problems of radio advertisers—and has the "know how" to make radio produce results for the client's advertising dollar.

Blust started with KTUL in 1940 in the sales department, progressing as sales manager and assistant general manager. He was named vice president and general manager August 15, 1953.

KTUL
TULSA, OKLAHOMA

KFPW
FT. SMITH, ARKANSAS

The staff members of these two stations represent an accumulative total of 524 years of radio "KNOW-HOW" at your service!

* Reach the billion-dollar market of Tulsa and Eastern Oklahoma—PLUS the multi-million dollar trade area of Fort Smith and Western Arkansas at the lowest cost per listener. ONE OPERATION — ONE NETWORK, CBS Radio. Earn greater discounts by using BOTH STATIONS.

Avery-Knodel, Inc., National representative

Affiliated with KOMA, Oklahoma City

Consider KMPC, KCBS, KBIG Renewals Jointly, Latter Urges

RENEWAL applications of KMPC Los Angeles and KCBS San Francisco should be made part of the same proceeding involving its own license application, KBIG Long Beach, Calif., told the FCC last week.

KBIG, owned by John H. Poole, began operating from Catalina Island off the coast of Southern California, last year, on 740 kc with 10 kw daytime only. When its application for license was filed, KMPC, on 710 kc with 50 kw day, 10 kw night, directional, objected that there was overlap between its 25 mv/m contour and that of KBIG. This is contrary to FCC regulations. At the same time, CBS' KCBS opposed the grant of the KBIG license on the ground that KBIG's signal cut into its 0.5 mv/m contour. The Commission, last June, ordered a hearing on the KBIG license application.

Petitions seeking the inclusion of the license renewal applications in that hearing were filed by KBIG on the ground that neither KMPC nor KCBS objected when it was originally granted a CP, nor when it applied for its program test authority, under which it now operates. Since it is on the air under "competent" authority it should not be alone in undergoing a hearing, KBIG averred, but should be considered along with the license renewal applications of KMPC and KCBS. Thus, if the Commission does find interference, as alleged by KMPC and KCBS, it will have to determine who among the three stations should rectify the situation, KBIG reasoned.

Uhf Licensee Seeks to File For New Duluth Vhf Channel

WFTV (TV) Duluth, operating on uhf ch. 38, petitioned FCC last week for modification of the temporary processing procedure rules so as to allow it to file a competing application for vhf ch. 12, proposed to be allocated there in substitution for uhf ch. 32. WFTV does not feel that a post-thaw pioneer station should be penalized by forbidding it to seek a vhf assignment made available after the Sixth Report.

FCC has issued an initial decision to grant vhf ch. 6 to WDSM Superior, Wis. KDAL and WEBC Duluth are in contest for vhf ch. 3, but if ch. 12 is added, it is expected that one of the two will amend to the new channel. WFTV explained that if all three vhf stations are approved, they will acquire the top three networks and it will be left without a network service. WFTV said it has pioneered tv there "at a considerable loss to date."

WJIV's Petition Turned Down

PETITION of WJIV Savannah, Ga., requesting FCC to dismiss the competitive vhf ch. 3 tv application of WSAV there, was turned down last week by the Commission on the ground that WJIV's charges of premature construction on the part of WSAV cannot be resolved prior to the completion of the hearing now in progress. FCC said the petition has been rendered moot by the fact that the hearing is scheduled for further hearing today (Monday) before Examiner James D. Cunningham.

16th Turned Back

DELETION of the 16th post-thaw tv permit, that of WNOR (TV) Northampton, Mass., for uhf ch. 36, was announced last week by FCC. Regional Tv Corp., headed by John S. Begley, owner of WACE Chicopee, Mass., told FCC it was returning the WNOR permit because a study showed it is economically unwise to establish a third uhf station in the area with two vhf channels in nearby Connecticut. WNHC-TV New Haven is operating on vhf ch. 6. At Hartford, vhf ch. 3 is in contest.

WIND TRANSFER GRANTED BY FCC

WITHDRAWAL of H. Leslie Atlass Sr., Philip K. Wrigley and the *Chicago Daily News* from principal ownership of WIND-AM-TV Chicago was approved by FCC last week after satisfactory explanation of questions which the Commission had posed earlier concerning the transfer [B•T, Aug. 31]. Total consideration involved is $2.9 million.

All stock in Johnson-Kennedy Radio Corp., WIND licensee and WIND-TV permittee, is transferred to WIND Inc., a new firm. Of the three, only the *Chicago Daily News* has part interest in WIND Inc.

The Commission had expressed concern because of continued interest in the WIND properties by other members of the Atlass family. H. Leslie Atlass Sr. was required by the Commission to give up his entire WIND holding as condition to granting of uhf ch. 20 for WIND-TV, since he is vice president of the CBS Central Division and general manager of CBS' WBBM-AM-TV Chicago. He received $564,495 for his Johnson-Kennedy stock.

FCC, excepting Comr. Frieda B. Hennock who dissented, approved the transfer after Mr. Atlass agreed to transfer the interests of two children who reside with him, Frank and Harriet, to H. Leslie Atlass Jr. as voting trustee. John T. Carey, vice president and 5.5% owner of WIND Inc. and WIND-AM-TV sales manager, also agreed to resign as officer and director of Atlass Amusement Co., owned by Frank, Harriet and H. Leslie Atlass Jr.

Mr. Wrigley sold his entire interest in Johnson-Kennedy for $1,126,566 to provide for his heirs, four of whom hold stock in WIND Inc. The *Chicago Daily News* also received $1,126,566 for its Johnson-Kennedy stock and has purchased 27.7% of WIND Inc. for $12,500.

Four members of the Atlass family are stockholders in WIND Inc., including Ralph Atlass (11.1%), president of the new corporation and manager of WIND-AM-TV. Ralph is the brother of H. Leslie Sr. WIND Inc. has issued 9,000 shares of stock at par value of $5.

Seek Ch. 8 for Selma, Ala.

WGWC Selma, Ala., petitioned FCC last week for the allocation of vhf ch. 8 there, contending uhf ch. 58, already allocated, is not usable economically because the population of the area is too scattered. Selma's 1950 population was 22,840.

FCC, CBS Briefs Say Zenith Lost Right for Tv Hearing

BECAUSE Zenith Radio Corp. failed to participate in the tv allocation proceeding and in the WBKB (TV) Chicago renewal hearing, it lost its right to a comparative hearing, the FCC and CBS said last week in briefs filed with the U. S. Court of Appeals in Washington.

The briefs were filed in answer to Zenith's appeal from the FCC's dismissal of its 1948 application for ch. 2 Chicago earlier this year. The case (No. 11772) arose when the FCC finalized its tv allocations table, deleting ch. 4 from Chicago and substituting therefor ch. 2. When the Commission renewed the license of WBKB on ch. 4 (part of the Paramount case), it also approved the sale of the station to CBS, requiring it to move to ch. 2. Zenith's request for a permanent stay order was denied by the court, which permitted the Commission to temporarily assign WBBM-TV (successor to WBKB) to ch. 2.

That CBS and Zenith might still be involved in a comparative hearing became a possibility two weeks ago when the FCC sent "McFarland" letters to each indicating that CBS' application for renewal of WBBM-TV could not be made without a hearing in view of Zenith's pending application for the same facilities [B•T, Sept. 21]. Following the end of the freeze, Zenith revised its 4-year-old application.

Zenith's brief, filed last month [B•T, Aug. 17], claimed the Commission had switched the rules to the detriment of its application. It claimed the Commission must hold a comparative hearing on its application and CBS' move of WBBM-TV from ch. 4 to ch. 2.

Date for oral argument before the Court of Appeals has not yet been set.

ODM Returns TPC to Government Scene

THE HIGH-POLICY Telecommunications Planning Committee is operating again.

Its return on the government scene was announced last week by Director Arthur S. Flemming, Office of Defense Mobilization. The committee advises ODM on telecommunications matters necessary to national defense by setting policy on the allocation of the radio spectrum to government use.

The original committee was set up May 15, 1952, by Haraden Pratt, IT&T executive who is telecommunications advisor to the President. His post was abolished in June. A fortnight ago, William A. Porter, Washington radio attorney, took office as assistant director of ODM in charge of telecommunications [B•T, Sept. 14].

Mr. Porter will be chairman. Names of other officials who will serve on the committee were not given. The vice chairman will be an FCC Commissioner. Other agencies to be represented are State, Treasury, Defense and Commerce Depts.; Central Intelligence Agency; U. S. Information Agency; Bureau of the Budget (observer only).

Baker Meets With FCC

WARREN E. BAKER, newly appointed general counsel of FCC, participated in his first regular Commission meeting last week after reporting for duty Sept. 18. Mr. Baker, former executive assistant to Oswald Ryan, chairman of the Civil Aeronautics Board, was named to the FCC post in August, succeeding Benedict P. Cottone, who resigned to enter private law practice [B•T, Aug 24.].

Justice Dept. Perks Up At Sooner-Irish Tv Tangle

DEPT. OF JUSTICE took a look at the Oklahoma-Notre Dame football television tangle on the eve of the Saturday game (Sept. 26) but produced no affirmative action to extend video coverage beyond WKY-TV Oklahoma City. WKY-TV was the lone station holding a coverage permit from National Collegiate Athletic Assn. as of Friday afternoon. The game was a sell-out.

U. of Oklahoma regents had voted to abide by the NCAA monopoly and had not accepted a suggestion of Gov. Johnston Murray that they ignore the NCAA ruling. The Governor arranged to make all armories within WKY-TV range available as football tv centers. He had urged the university to defy the NCAA.

A Dept. of Justice spokesman said Thursday that Stanley N. Barnes, head of the Antitrust Division, had conferred with NCAA attorneys but explained any action was up to NCAA. The department has been looking into NCAA from an antitrust angle for more than a year.

State Sen. George Misovsky, of Oklahoma, said the department had informed him it was taking appropriate steps in connection with the monopoly.

FCC Office Changes

FCC Comr. Frieda B. Hennock has moved her office to enlarged quarters at Room 7111 in the New Post Office Bldg., Washington headquarters of FCC. Comr. E. M. Webster has enlarged his offices at Room 6239 in the same building. Comr. John C. Doerfer recently moved to Room 7207 [B•T, Sept. 7].

A Grappler for FCC

WHAT price fame (on television)? FCC may get a new "headache," because of a recent action of the National Wrestling Alliance. At its fifth annual convention in Chicago, the mat group sanctioned a complaint by some grapplers that stations are showing old television films of "undated" matches, to the wrestlers' financial distress. Officers suggested the "injured" participants file their protests with FCC.

Quick Decisions Seen In Three Channel Bids

PROSPECTS for prompt initial decisions in three tv hearing cases appeared last week upon approval of petitions by a competitive applicant in each case to withdraw its bid.

FCC allowed R. F. Schoonover to give up his uhf ch. 42 application at Topeka, Kan., leaving free for approval the ch. 42 bid of Alf M. Landon, operator of WREN Topeka. Tri-City Tv Corp. dimissed its uhf ch. 51 at Saginaw, Mich., freeing Booth Radio & Tv Stations Inc. (WSGW) there.

At Baltimore, WFBR gave up its application for uhf ch. 18, leaving uncontested the bid of Chesapeake Tv Bcstg. Inc.

Doerfer Recommends Local Aid on Interference Problems

SUGGESTION that local governments work more in cooperation with FCC to overcome instances of local communication interference was voiced last fortnight by FCC Comr. John C. Doerfer at the Washington meeting of the National Institute of Municipal Law Officers.

Comr. Doerfer recommended that detection and proof of interference be on the federal level. "The facts could then be submitted to the local officials who, if they acted wisely and promptly, could retain control over their local affairs," he said. Through this policy, Comr. Doerfer indicated, FCC could devote major efforts to education or contacting of manufacturers concerning equipment or appliances causing interference.

Comr. Doerfer said he is personally in accord with the FCC's policy to continue educational television reservations for "a reasonable time." In his opinion, "education is a state function, not a federal one. Hence, I would favor a policy of continuing the reservation of such channels for a reasonable time long enough for the respective states to determine whether they themselves wish to utilize them in their educational functions."

KUSD Seeks Night Games

KUSD Vermillion, S. D., has asked FCC for permission to broadcast night football games of the U. of South Dakota, it has been announced by Keith Nighbert, station manager. The station, which is run by the university, is daytime only with 1 kw directional on 690 kc. Five games have been scheduled for broadcast while three others await FCC action.

WISCONSIN'S BRIGHTEST SPOT . . .

MADISON

HIGH INCOME FAMILIES

IN DENSITY OF WIBA COVERAGE

IN LOW COST COVERAGE

dominated by WIBA listening!

WIBA has more listeners in Metropolitan Dane County among families listening 6 or 7 days or nights per week than all other Madison stations combined! For better results at lowest cost per family always use WIBA.

a Rich RADIO AUDIENCE

Daytime Listening Data

	Dane Cty.	City of Madison	16 Cty. SAMS
Radio homes	48,120	27,310	183,660
Weekly Audience, Families	40,834 85%	22,471 82%	83,975
6-7 Days, Nights Families	29,758 62%	15,211 56%	53,942

For complete market and station data, write WIBA, Radio Park, Madison 5, Wis.

NBC IN MADISON

AM WIBA FM

28th Anniversary Year

NATIONAL REPRESENTATIVE: Avery-Knodel, Inc.

Hardy, McKenzie Named To Commission Positions

APPOINTMENT of Claire W. Hardy as hearing examiner was announced last week by FCC, raising the total number of Commission examiners to 14. Mr. Hardy formerly was chief, Field Operations and Legal Control, Office of Price Stabilization.

The Commission also announced appointment of Edward C. McKenzie, formerly with the Alien Property Division, Justice Dept., as attorney in the FCC Office of Opinions and Review.

Mr. Hardy, prior to OPS service, was with Veterans Administration and during the war was a colonel in the Advocate General's Office. Before the war he was in private practice of corporate law in Chicago and New York. He received his LL.B. degree in 1911 at Cornell. Mr. McKenzie from 1946-50 served as civilian attorney with the Army in Tokyo. He received his LL.B. degree in 1930 from the U. of Wisconsin and for a time practiced law at Menasha, Wis.

Dallas, Houston, Durant Hearing Case Issues Set

REVISED issues were announced by FCC last week in the hearing scheduled on the application of Texas Star Broadcasting Co. for a new station at Dallas on 740 kc and the bid of KTRH Houston to change its daytime directional antenna on that channel. No date is set for the case, long in litigation before FCC and in the courts.

The issues involve the extent of interference which may result to KSEO Durant, Okla. Another issue includes a determination of whether the qualifications of Texas Star are affected by "changed circumstances" as to the ability of part owner Roy Hofheinz, now mayor of Houston, "to devote as much time to the proposed operation as was contemplated at the time of the original hearing."

After the original hearing, FCC awarded a new-station permit to Texas Star for 10 kw day, 5 kw night on 740 kc directional and denied KTRH's application. KSEO appealed the decision and the court remanded the case to FCC for further inquiry. KTRH's bid was put back into the case by FCC order earlier this year [B•T, June 1].

FCC Grants Two Am CPs, One Fm During Week

ONE fm and two am construction permits were granted by FCC last week.

Clarence E. Franklin, engineer at WBAL-TV Baltimore, Md., was granted a new am station at Parkersburg, W. Va., for 1050 kc with 250 w daytime. The second am grant went to Abbeville Broadcasting Co. for 1380 kc with 1 kw daytime for Abbeville, S. C. Abbeville Broadcasting is a partnership of T. Lamar Simmons, owner of Cruise-In Theatre, Lillington, N. C., and M. T. Pack, manager of WFVG Fuquay Springs, N. C.

A new Class B fm station on ch. 290 (105.9 mc) with effective radiated power of 20 kw and antenna 125 ft. above average terrain for Bay Shore, N. Y., was granted to Great Bay Shore Broadcasting Co.

Share-Time Breaks

SHARE-TIME stations may delay switching breaks for short periods where crucial program material such as a football play is involved, FCC advised last week, but may not use the same studio and facilities for production and airing of commercials for both stations.

The explanation of policy was set forth by FCC in a letter to WTCN-TV Minneapolis, which shares time on vhf ch. 11 with WMIN-TV St. Paul. As to switching breaks, FCC agreed that in "crucial" circumstances such as action in a football game, the station could remain on the air for a brief time period necessary before signing-off to the other outlet, but "it should be emphasized that such period should be of an extremely brief duration."

On Permission

Respecting the request for permission to produce and broadcast all commercials for both stations in the WTCN-TV studios "so that continuity in production staff and efficiency can be maintained," the Commission wrote:

It is pointed out that the fundamental concept involved in share-time operations is that the two stations share only the channel, being completely separated and independent in their operation since they are two distinct licensees of this Commission. While the desired arrangement would appear to raise substantial questions as to the separateness of the two operations, the Commission believes that no definite answer can be made to your inquiry. It is the responsibility of the licensees and permittees involved to operate independently and the Commission will determine whether that obligation has been carried out on an overall review of the several practices and arrangements entered into, since a particular practice, while permissable when standing alone, may be found to be one of several factors which, viewed as a whole, establish a lack of independent operation. In short, the Commission recognizes that the practices engaged in by share-time licensees or permittees may take on a variety of forms and, in the absence of exceptional circumstances, believes it inappropriate to advise licensees on the validity of each particular practice on an isolated or individual basis. In conclusion, we emphasize that the share-time licensees or permittees must govern their actions so as to maintain separate, independent operations.

All-Recorded Fm Granted

ALL-RECORDED music fm station has been granted by FCC for New Orleans as the Commission issued a Class B station permit to Fidelity Broadcasting Co. in that city. Effective radiated power will be 48 kw. The station will operate 8 a.m. to midnight daily, the application stated, with programming 8 a.m. to 6 p.m. listed 100% "recorded commercial" and 6-11 p.m. 80% "recorded commercial" and 20% "recorded sustaining."

Equal owners are President George Montgomery, who will be manager and program director; Secretary-Treasurer Macy O. Teetor Jr., president and 91.7% owner of Custom Electronics Inc., high fidelity equipment firm; and Vice President Peter H. Walmsley, vice president and 8.3% owner of Custom Electronics. Other local fm stations are WDSU-FM and WRCM-FM.

FCC Argues on Tv Allocations Legality in Logansport Case

LEGALITY of making the tv allocations table part of its rules was argued a fortnight ago by the FCC in its brief to the U. S. Court of Appeals in Washington in the Logansport Broadcasting Corp. (WSAL Logansport, Ind.) case (No. 11601).

Commission also countered other arguments of the Logansport station that its failure to assign vhf ch. 10 to Logansport and Owensboro, Ky., instead of to Terre Haute, violated the equitable distribution of frequencies provision of the Communications Act, that the Sixth Report and Order differed "materially" from the Third Report, and that the FCC abandoned its assignment principles enumerated in the Third Report when it issued its Sixth and final order on the tv allocations.

Throughout the allocations proceedings and subsequently, WSAL has sought to have vhf ch. 10 assigned to Logansport and to Owensboro in lieu of Terre Haute. The Commission denied the Logansport petitions, and the Indiana station appealed to the Court of Appeals earlier this year. No date has yet been set for oral argument.

In its argument in behalf of its right to establish a table of allocations, the FCC referred to the court's decision last month in the Peoples Broadcasting Co. case [B•T, Aug. 10]. The court ruled that the Commission had the right to incorporate the table of allocations in its rules. The Peoples' case involved the change of WGAL-TV Lancaster, Pa., from ch. 4 to ch. 8.

'Sound Reasoning'

In the Logansport situation, the Commission claimed that its decision to assign ch. 10 to Terre Haute was based on sound reasoning (Terre Haute is larger than either Logansport or Owensboro and one of the assignment principles was to allocate a vhf channel to the larger cities because they covered a wider area).

Emphatic was the Commission's premise that there should be no distinction between vhf and uhf; that the allocation table was based on a national television service, not two types of service.

Matthews Identified As Ex-NBC Consultant

J. B. MATTHEWS, former staff member of Sen. Joseph R. McCarthy's (R-Wis.) investigations subcommittee, was on NBC's payroll during the years 1946-48, an NBC spokesman has admitted to B•T.

Mr. Matthews quit the McCarthy unit in July during national controversy over an article he wrote on Communists in the Protestant clergy. He, Sen. McCarthy and eight others are being sued for $5.1 million in an assault-libel-conspiracy charge by Drew Pearson, news columnist and radio-tv commentator. During pre-trial questioning in Washington, D. C., Mr. Matthews testified he once had functioned as a paid consultant for NBC on "un-American activities of persons appearing on radio and television."

The network spokesman said Mr. Matthews had been retained "by an executive who is no longer with us." The executive involved was not identified.

According to the NBC spokesman, payments to Mr. Matthews were in varying but "very modest" amounts and made at irregular intervals.

'Round-by-Round' News Permitted by N. Y. Court

In a compromise decision, New York court denies IBC's motion to enjoin WOV New York from making round-by-round summaries of the title bout last week, but forbids present-tense re-creations.

IN a compromise move, a decision was handed down last Tuesday in New York State Supreme Court permitting radio and television stations to carry "a news report summary" at the conclusion of each round of last Thursday night's Marciano-LaStarza heavyweight championship fight.

The ruling by Justice Irving I. Levey resulted from a motion for injunction by the International Boxing Club against WOV New York, which had indicated intention to carry a description of the action at the end of each round and a re-creation at the end of the bout, "if we see fit" [B•T, Sept. 21].

The court decision revoked the IBC directive to wire services which limited radio and tv stations to reporting a 75-word summary of the fight's progress at the end of every three rounds, and at the same time blocked any station intentions of re-creating the bout while it was in progress. There were reports that some stations might undertake to present recreations, complete with sound effects, in which case IBC officials said they would "take appropriate action."

Under terms of Justice Levey's ruling any radio or tv station may broadcast the wire services' "news report summary," but is banned from presenting a blow-by-blow description or phrasing the reports in the present tense.

The ruling held:

"This motion for the injunction *pendente lite* is granted in connection with Items (A) and (B) of the moving papers and denied as to Item (C) to the extent that the defendant is limited to broadcasting at the conclusion of each round a news report summary of what has transpired. As modified herein above, the motion with respect to Item (D) is also denied.

"This disposition in effect is in substantial accord not only with respect to the requests of the plaintiffs, but also with representations of the defendant corporation as expressed in the affidavit of its vice president and general manager. . . ."

Items (A) and (B) in IBC's motion referred respectively to a blow-by-blow description of the bout and to an account in the present tense. Item (D) enjoined WOV from "advertising or representing in any manner" that it intended to take any action described in Items (A), (B) and (C).

Ralph N. Weil, executive vice president of WOV, hailed the decision, declaring that WOV had succeeeded "in upsetting the news blackout" and calling the ruling "a historic victory for the principle that a news broadcaster, like a newspaper, is free to publish all the news as soon as it can be legally obtained."

Acting Secretary

DEE W. PINCOCK, acting legal assistant to FCC Chariman Rosel H. Hyde, has been designated by the Commission to be acting secretary during the vacation of William P. Massing, who was named acting secretary upon the resignation of T. J. Slowie.

WILS-TV

CHANNEL 54 LANSING, MICHIGAN

NOW ON THE AIR

Here are conversion findings of Michigan State College study . . .

MICHIGAN STATE COLLEGE
EAST LANSING

SCHOOL OF SCIENCE AND ARTS
DEPARTMENT OF SPEECH, DRAMATICS, AND RADIO EDUCATION

Conclusions that may be reached from this survey, include:

A sampling of 1 in 30 is a fairly accurate reflection of the total set owners in this area, Lansing and East Lansing. (Set ownership based on a Board of Water and Light Survey of December 31, 1952.)

The fact that 14.7% of set owners have already installed UHF prior to WILS-TV going on the air is a good indication of owner acceptance.

The additional facts that 42.7% of the set owners already have or are going to convert, and that 77.1% in one way or another have indicated an interest in UHF show that there is a considerable desire and demand for an additional TV program service in this area.

Sincerely yours,

Robert P. Crawford, Ph.D.
Director, Radio-TV Training,
Speech Department.

NETWORK PROGRAMMING — from ABC and DuMont

LOCAL PROGRAMMING—the only Lansing station with exclusive local programming—news, sports, weather, kids, kitchen, westerns and music.

Represented nationally by

O. L. TAYLOR COMPANY

NINE START TV COMMERCIALLY; WVEC-TV BEGINS IN HAMPTON

NBC-TV affiliation in Tidewater taken by new outlet as WTAR-TV completes switch to CBS-TV.

NORFOLK, Va., got its second tv signal last week—WVEC-TV (Hampton) on uhf ch. 15—and for the first time since 1950 Tidewater Virginia viewers were watching NBC programs on a station other than WTAR-TV. WTAR-TV officially switched to CBS-TV affiliation last week [AT DEADLINE, Sept. 21].

WVEC-TV went on Sept. 19, with a half-hour inaugural program featuring NBC stars Margaret Truman, Faye Emerson and Skitch Henderson and FCC Comr. Robert T. Bartley.

Week also saw first tv signal in Augusta, Ga., when WJBF-TV put out a vhf ch. 6 test pattern five days after receiving its Sept. 16 CP [B•T, Sept. 21]. Using a 500 w DuMont transmitter, shipped the day of the grant, station used temporary crossed dipoles, planned to have RCA 5-bay antenna in operation this week. With arrival of DuMont 5 kw transmitter, expected in two weeks, and completion of tower, construction of which is due to begin Oct. 1, WJBF-TV plans regular commercial operation Nov. 15.

Also in Norfolk, WTOV-TV has leased a 410-ft. tower, and contracted for a new studio building to be ready in 90 days. Station hopes to begin test patterns Oct. 15 and commercial programming a week later.

WVEC-TV was one of nine stations to take to the air commercially last week. The nine were:

KERO-TV Bakersfield, Calif., vhf ch. 10 (CBS, NBC), represented by Avery-Knodel Inc.

KCCC-TV Sacramento, Calif., uhf ch. 40, represented by Weed Television Inc.

WIRK-TV West Palm Beach, Fla., uhf ch. 21, represented by Weed Television Inc.

WILS-TV Lansing, Mich., uhf ch. 54 (ABC, DuMont), represented by O. L. Taylor Co.

KHQA-TV Hannibal, Mo., vhf ch. 7, represented by Weed Television Inc.

KYTV (TV) Springfield, Mo., vhf ch. 3 (ABC, NBC), represented by George P. Hollingbery Co.

KOAT-TV Albuquerque, N. M., vhf ch. 7, represented by George P. Hollingbery Co.

WICA-TV Ashtabula, Ohio, uhf ch. 15, represented by Gill-Perna Inc.

WVEC-TV Hampton, Va., uhf ch. 15 (NBC), represented by Joseph Hershey McGillvra Inc.

Scheduled to commence operations Sunday were these 14 stations: KVOA-TV Tucson, Ariz.; KIEM-TV Eureka, Calif.; WPFA-TV Pensacola, Fla.; WMAZ-TV Macon, Ga.; WTVH-TV Peoria, Ill.; WMT-TV Cedar Rapids, Iowa; WEHT (TV) Henderson, Ky.; KNOE-TV Monroe, La.; WTAO-TV Cambridge, Mass.; KCMO-TV Kansas City, Mo.; KFEQ-TV St. Joseph, Mo.; KZTV (TV) Reno, Nev.; KGGM-TV Albuquerque, N. M.; KTVE (TV) Longview, Tex.

Other stations taking to the air with tests last week were: WICS (TV) Springfield, Ill.; WROL-TV Knoxville, Tenn; KJEO-TV Fresno, Calif., and WREX-TV Rockford, Ill.

Tabulation of other station starting plans for next 30 days.

ARIZONA

KOOL-TV Phoenix, vhf ch. 10, represented by Blair-TV Inc. (share time with KOY-TV), Oct. 11.

KOY-TV Phoenix, vhf ch. 10, represented by Blair-TV Inc. (share time with KOOL-TV), Oct. 11.

KVOA-TV Tucson, vhf ch. 4 (NBC), represented by Raymer, Sept. 27.

KIVA-TV Yuma, vhf ch. 11, represented by W. S. Grant, Oct. 4.

CALIFORNIA

KIEM-TV Eureka, vhf ch. 3 (ABC-TV, CBS-TV, DuMont and NBC-TV), represented by Blair-TV, Sept. 27.

KJEO (TV) Fresno, uhf ch. 47 (ABC), represented by George P. Hollingbery, Oct. 1 (granted STA Aug. 28; began tests Sept. 24).

KCCC-TV Sacramento, uhf ch. 40, represented by Weed TV Inc., Sept. 26.

KICU (TV) Salinas, uhf ch. 28, Fall.

KCOK-TV Tulare-Fresno, uhf ch. 27, represented by Forjoe TV Inc., Oct. 10.

COLORADO

KRDO-TV Colorado Springs, vhf ch. 13 (NBC-TV), represented by Joseph Hershey McGillvra Inc., Sept. 30 (began testing Sept. 21).

FLORIDA

WJDM (TV) Panama City, vhf ch. 7 (CBS-TV), represented by George P. Hollingbery Co., Oct. 25.

WPFA (TV) Pensacola, uhf ch. 15, represented by Adam Young TV Inc., Sept. 27.

GEORGIA

WDAK-TV Columbus, uhf ch. 28 (ABC, NBC), represented by Headley-Reed TV, Oct. 1.

WMAZ-TV Macon, uhf ch. 13 (CBS, DuMont), represented by the Katz Agency Inc., Sept. 27. (Began testing Sept. 13.)

IDAHO

KTVI (TV) Boise, vhf ch. 9 (ABC), represented by George P. Hollingbery Co., Oct. 1.

KWIK-TV Pocatello, vhf ch. 10 (ABC), represented by George P. Hollingbery Co., Oct. 15.

ILLINOIS

WTVH (TV) Peoria, uhf ch. 19, represented by Edward Petry & Co. (TV Div.), Sept. 27.

DESIGNED to protect KVOA-TV Tucson, Ariz., from RF groundwave and magnetic interference from three am transmitters located within 1,000 ft., engineers are shown here soldering sheets of copper which completely underline floors of station's transmitter and projection rooms. Ch. 4, NBC-affiliated station, was due to begin operations Sunday.

WICS (TV) Springfield, uhf ch. 20, represented by Adam Young TV Inc., Oct. 1 (began testing Sept. 17.)

IOWA

WMT-TV Cedar Rapids, vhf ch. 2 (CBS), represented by The Katz Agency, Sept. 27 (granted STA Sept. 9).

KQTV (TV) Fort Dodge, uhf ch. 21, represented by John E. Pearson TV Inc., Oct. 1.

KENTUCKY

WEHT (TV) Henderson, uhf ch. 50 (CBS), represented by Meeker TV Inc., Sept. 27 (granted STA Sept. 14).

WKLO-TV Louisville, uhf ch. 21 (ABC-TV and DuMont), represented by O. L. Taylor Co., October.

LOUISIANA

KTAG (TV) Lake Charles, uhf ch. 25 (CBS, ABC, DuMont), represented by Adam Young TV Inc., Oct. 15.

KNOE-TV Monroe, vhf ch. 8 (ABC-TV, CBS-TV and DuMont), represented by H-R Television, Sept. 27.

MASSACHUSETTS

WTAO-TV Boston-Cambridge, uhf ch. 56 (DuMont), Sept. 27 (granted STA Sept. 16).

WMGT (TV) North Adams, uhf ch. 74, represented by Walker Representation Co. Inc., Oct. 15.

WWOR-TV Worcester, uhf ch. 14, represented by Paul H. Raymer Co. Inc., Oct. 31.

MICHIGAN

WTAC-TV Flint, uhf ch. 16 (ABC), represented by Paul H. Raymer Co. Inc., Oct. 1.

MINNESOTA

WJON-TV St. Cloud, vhf ch. 7, represented by Wiliam G. Rambeau Co., late October.

MISSISSIPPI

WCOC-TV Meridian, uhf ch. 30, October.

WTOK-TV Meridian, vhf ch. 11 (ABC-TV, CBS-TV and DuMont), represented by Headley-Reed TV Inc., Sept. 27.

MISSOURI

KCMO-TV Kansas City, vhf ch. 5 (ABC-TV), represented by The Katz Agency, Sept. 27 (began testing Sept. 9).

KFEQ-TV St. Joseph, vhf ch. 2 (CBS-TV and DuMont), represented by Headley-Reed TV Inc., Sept. 27 (granted STA Sept. 9).

KSTM-TV St. Louis, uhf ch. 36 (ABC-TV), represented by H-R Television, Oct. 15 (granted STA Aug. 25).

MONTANA

KOOK-TV Billings, vhf ch. 2, represented by George P. Hollingbery Co., Oct. 1.

NEVADA

KZTV (TV) Reno, vhf ch. 12, represented by Pearson, Sept. 27.

NEW MEXICO

KGGM-TV Albuquerque, vhf ch. 13 (CBS-TV), represented by Weed TV, Sept. 27 (granted STA).

NEW YORK

WROW-TV Albany, uhf ch. 41 (ABC), represented by Bolling Co. Inc., Oct. 15.

WECT (TV) Elmira, uhf ch. 18 (NBC), represented by Everett-McKinney Inc., Oct. 1. (granted STA Sept. 14).

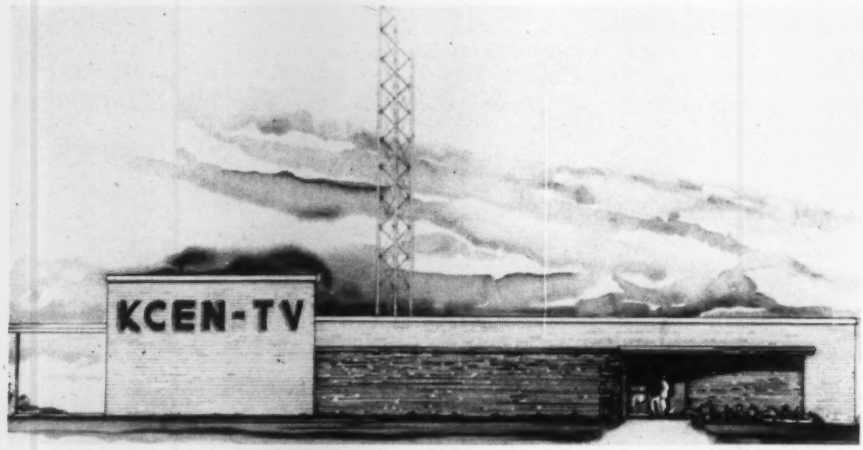
NORTH CAROLINA

WCOG-TV Greensboro, uhf ch. 57 (ABC-TV), Oct. 30.

WNCT-TV Greenville, vhf ch. 9 (CBS-TV), represented by John E. Pearson Tv Inc., Oct. 15.

WSJS-TV Winston-Salem, vhf ch. 12 (NBC), represented by Headley-Reed TV, Oct. 1.

WTOB-TV Winston-Salem, uhf ch. 26 (ABC-



SCHEDULED to have been completed Sept. 20 is transmitter building of KCEN-TV Temple, Tex., only vhf between Dallas and Austin. Building houses ch. 6 equipment, office space and stand-by studio. Station plans regular programming Nov. 1 from 670-ft. tower, due to be finished this week.

Big Mo Is Ready to Go!

ABC, CBS Programs

KSTM-TV is a basic affiliate of the American Broadcasting Company. In addition, "Big Mo" will carry many popular CBS shows as well as novel local productions. The best in programming . . . KSTM-TV's promise to St. Louis!

$750,000 Modern Plant

A brand new $750,000 plant gives KSTM-TV the very latest and best in equipment, studios and offices. Centrally located in the heart of metropolitan St. Louis, "Big Mo's" facilities are on a par with the nation's best.

Top programs . . . the latest and best in equipment and facilities . . . a prosperous market with millions of potential buyers . . . that's KSTM-TV's offering . . . and . . . at incomparable rates. You can't afford to pass up the St. Louis market . . . and without "Big Mo" you can't adequately cover it. Fire away now . . . let "Big Mo" fight . . . and *win* . . . your sales battles!

A Million Plus Viewers in St. Louis

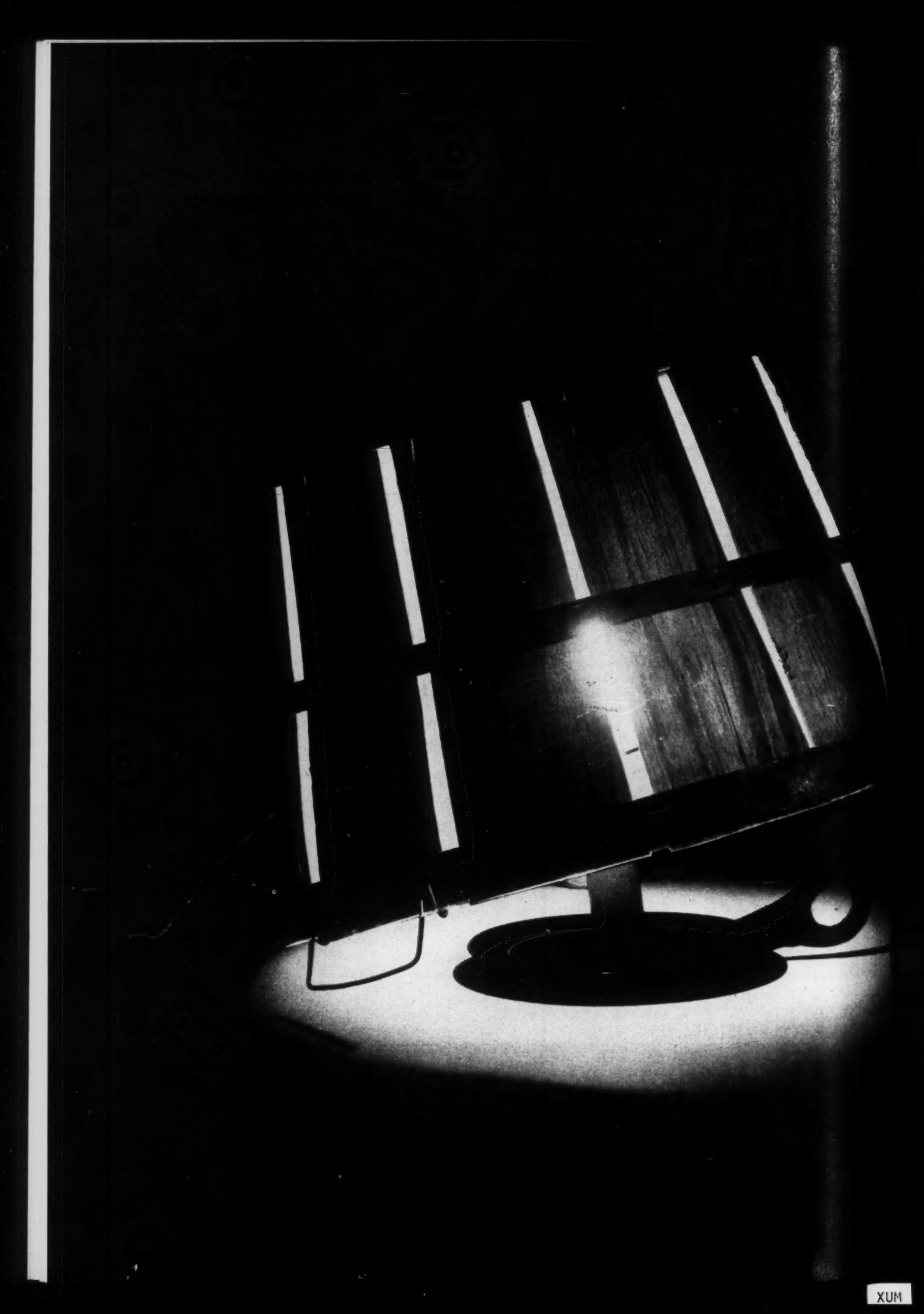
St. Louis is the nation's eighth market . . . a wealthy and prosperous home port for "Big Mo." There are more than 500,000 television sets in the area . . . tangible evidence of the popularity of good television entertainment.

H-R TELEVISION INC. NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

KSTM TV

ST. LOUIS

AFFILIATED WITH AMERICAN BROADCASTING COMPANY AND RADIO STATION KSTL



XUM

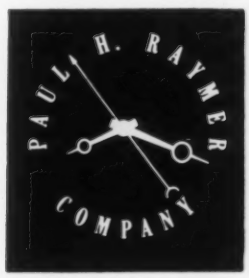
Is Your Light Under a Bushel?

Do your special features, those advantages you have over your competitors, get the attention they deserve with national advertisers . . . or is your light, like the proverbial candle, hidden from the view of your prospects?

Each station has these advantages . . . but first, they must be found . . . then aggressively promoted and sold.

Twenty-one years of experience has developed in the Raymer Company a program of individualized service which allots every one of our stations the necessary time and effort to uncover these special features. A high ratio of manpower per station represented permits Raymer men to present these competitive selling factors consistently and effectively to the buyers of national advertising.

If you have advantages which are not being developed properly, perhaps we may be able to bring them to light. Let us show you how Raymer "Personalized Representation" has been successful for our stations . . . and can be for you.



PAUL H. RAYMER COMPANY, INC.

RADIO AND TELEVISION STATION REPRESENTATIVES

NEW YORK • CHICAGO • DETROIT • ATLANTA • SAN FRANCISCO • HOLLYWOOD

TV), represented by H-R Television Inc., Oct. 1 (began testing Sept. 18).

NORTH DAKOTA

KFYR-TV Bismarck, vhf ch. 5, represented by Blair-TV Inc., October.

OHIO

WIFE (TV) Dayton, uhf ch. 22, represented by Headley-Reed TV Inc., Fall.
WMAC-TV Massillon, uhf ch. 23, represented by Edward Petry & Co. Inc., Oct. 15.
WUTV (TV) Youngstown, uhf ch. 21, Fall.

OKLAHOMA

KLPR-TV Oklahoma City, uhf ch. 19 (DuMont), represented by The Bolling Co., Oct. 1.
KTVQ (TV) Oklahoma City, uhf ch. 25 (ABC, CBS), represented by H-R Television, Oct. 11.

OREGON

Eugene TV Inc., Eugene, vhf ch. 13, represented by George P. Hollingbery Co., October.
KOIN-TV Portland, vhf ch. 6 (CBS), represented by Avery-Knodel Inc., Oct. 15.

PENNSYLVANIA

WNOW-TV York, uhf ch. 49 (DuMont), represented by George P. Hollingbery Co., Oct. 12.

RHODE ISLAND

WPRO-TV Providence, vhf ch. 12, represented by Blair-TV Inc., Oct. 15.

SOUTH CAROLINA

WIS-TV Columbia, vhf ch. 10 (NBC), represented by Free & Peters Inc., October.

TENNESSEE

WJHL-TV Johnson City, vhf ch. 11, represented by John E. Pearson Tv Inc., October (granted STA Aug. 27).
WROL-TV Knoxville, vhf ch. 6, represented by Avery-Knodel Inc., Oct. 1 (Test Patterns began Sept. 24).
WTSK (TV) Knoxville, uhf ch. 26, Oct. 1 (granted STA Sept. 4).
WHBQ-TV Memphis, vhf ch. 13, represented by Blair-TV, Sept. 27 (granted STA Aug. 26).

TEXAS

KGBS-TV Harlingen, vhf ch. 4 (CBS), represented by John E. Pearson Television Inc., Oct. 1.
KNUZ-TV Houston, uhf ch. 39 (DuMont), represented by Forjoe Tv Inc., Sept. 28.
KTVE (TV) Longview, uhf ch. 32, represented by Forjoe Tv Inc., Sept. 27 (granted STA).
KANG-TV Waco, uhf ch. 34 (ABC-TV), represented by John E. Pearson Tv Inc., Oct. 1.
KRGV-TV Weslaco, vhf ch. 5 (NBC), represented by O. L. Taylor Co., October.

VIRGINIA

WBTM-TV Danville, uhf ch. 24, represented by George P. Hollingbery Co., Oct. 1.
WSVA-TV Harrisonburg, vhf ch. 3 (NBC-TV), represented by Devney & Co., Oct. 1. (granted STA Sept. 14).
WTOV-TV Norfolk, uhf ch. 27 (ABC, DuMont), represented by Forjoe-TV Inc., Oct. 22.

WEST VIRGINIA

WKNA-TV Charleston, uhf ch. 49 (ABC), represented by Weed Tv, Sept. 30 (began testing Sept. 17).
WTAP (TV) Parkersburg, uhf ch. 15, Oct. 1.
WTRF-TV Wheeling, vhf ch. 7 (NBC), represented by George P. Hollingbery Co., Oct. 12.

WISCONSIN

WRBJ (TV) Beloit, uhf ch. 57, represented by George W. Clark Inc., Sept. 30.
WOKY-TV Milwaukee, uhf ch. 19 (ABC, DuMont), represented by H-R Television, Oct. 1 (test pattern Sept. 15).

ALASKA

KFIA (TV) Anchorage, vhf ch. 2 (ABC, CBS), Oct. 15.

TOPS IN TV!

The best proof of a station's prominence in a market is what the station does in producing results for local and national spot advertisers.

WGN-TV's the station for results in Chicago—opening the fall television season with *twelve* top national and regional advertisers sponsoring *programs* in Class A time (7:00-10:00 P.M.)

If results are what you want—at lowest possible cost—it's WGN-TV in Chicago.

DUMONT
WGN-TV
CHANNEL 9 · CHICAGO
The Chicago Tribune Television Station

FORMAL ground-breaking last Tuesday for construction of Storer Broadcasting Co.'s home office building at Bay Harbor Island, Miami Beach, Fla., includes (l to r) Shepard Broad, mayor of the Town of Bay Harbor Island; John L. Volk, architect; Leon C. McAskill, publisher of the Storer-owned Miami Beach *Florida Sun;* Stanton P. Kettler, vice president for Storer's Southern District, and Miller N. Babcock, managing director, WGBS-AM-FM Miami.

WBRC-TV Names Naylor

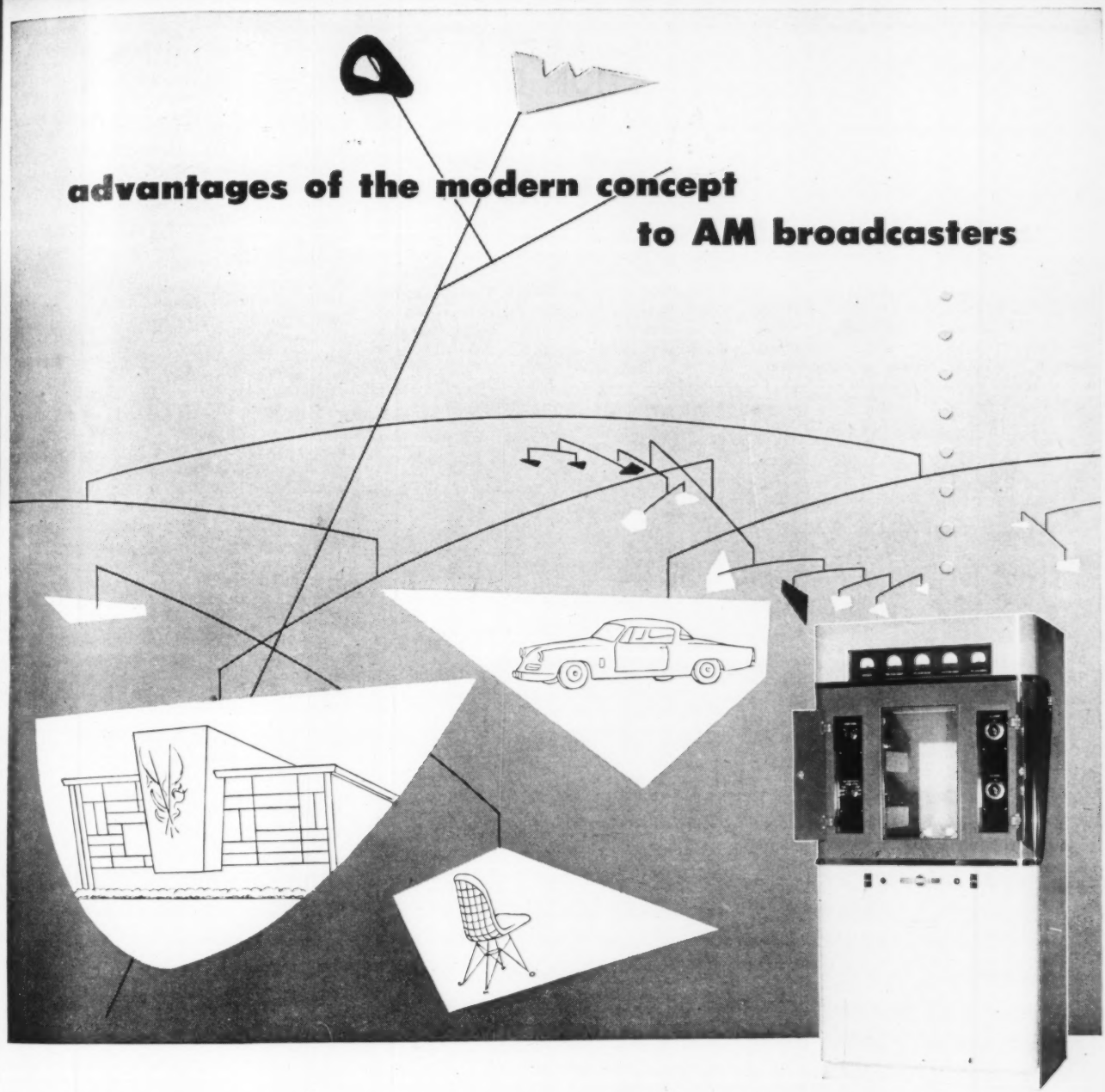
OLIVER V. NAYLOR has been named local sales manager of Storer Broadcasting Co.'s WBRC-TV Birmingham, J. Robert Kerns, vice president and managing director of WBRC-AM-TV, has announced. Mr. Naylor, Birmingham native, joined the WBRC sales staff some five years ago and transferred to WBRC-TV sales when the television station started operations during the summer of 1949.

Mr. Naylor

William Dowdell Dies

WILLIAM DOWDELL, 54, one-time news editor for WLW Cincinnati, died in Rome, Italy, last Wednesday. He was owner and editor of the *Rome American News*, a weekly newspaper.

advantages of the modern concept to AM broadcasters



Functional, simple, economical — these are the qualities which make up the modern concept in automobiles, houses or furniture.

It's true of Collins' new one-kw transmitter too. Go beyond the simple lines and handsome two-toned gray exterior — look into the engineering that puts the 20V high on the list of cost-conscious broadcasters.

You'll find simplicity . . . the 20V is entirely contained in a single ruggedly-constructed cabinet; the unit occupies up to 75% less space than ordinary one-kw transmitters.

You'll find functional convenience . . . all controls are located on the front; blower cooled tubes; oversized components; terminals quickly accessible from the rear; all tubes visible at a glance.

You'll find minimum operating and maintenance costs built into the 20V . . . a result of extensive research and new engineering techniques.

These qualities added to Collins experience and on-the-job testing result in superior performance, maximum dependability.

Whether you're planning a new station, increasing power or replacing an obsolete one-kw transmitter, get all the facts about the Collins 20V.

Your nearest Collins Office will serve you.

COLLINS RADIO COMPANY

Cedar Rapids, Iowa

11 W. 42nd St., NEW YORK 18

1930 Hi-Line Drive, DALLAS 2

2700 W. Olive Avenue, BURBANK

Dogwood Road, Fountain City, KNOXVILLE

WOI-TV COMMERCIAL OPERATION OPPOSED

Iowa broadcasters protest educational outlet's continuing commercial programming after other tv stations come to the state. The Bureau of Internal Revenue wants a 47% cut of the profits.

WOI-TV Ames, Iowa, has the blessing of the State Board of Education in its desire to continue operating as a commercial station but it faces (1) a U. S. Internal Revenue Bureau levy of 47% on its profits and (2) the vigorous opposition of Iowa telecasters.

Strongly worded resolution opposing WOI-TV's commercial operation was adopted at a Wednesday-Thursday meeting of Iowa Broadcasters Assn., held in conjunction with the NARTB District 10 meeting at Cedar Rapids (see NARTB story page 44).

IBA said continued WOI-TV operation after tv is on the air in Des Moines, Fort Dodge and Waterloo is an invasion of private rights, destructive of private enterprise and a "fearsome threat to freedom of speech and freedom of the press."

Two committees were named by IBA. On the legal committees are Edward Breen, KVFD KQTV (TV) Fort Dodge, and Dietrich Dirks, KCOM Sioux City. Members of the steering committee are Paul Norris, KFJB Marshalltown; William B. Quarton, WMT Cedar Rapids; Ken Gordon, KDTH Dubuque, and Gene Flaherty, KCSJ Sioux City.

Mr. Breen has written a letter to the Interim Committee, Iowa State Legislature, condemning WOI-TV's commercial status and calling for legislative action.

The state board of education will contest the Federal tax ruling in the courts. It instructed Marion Hirschburg, Ames attorney, to handle the case. He said the station has a gross income of around $500,000.

The state Board of Education had received a ruling by R. C. Dunlap, chief of the Bureau of Internal Revenue's Exempt Organizations Branch, contending WOI-TV is not a related part of the educational process of an exempt institution. This would require a tax of 47% on profits earned since Jan. 1, 1952.

The Dunlap letter pointed out that only 18½ hours of the weekly broadcast time of the college station are devoted to educational programs and all receipts are from commercial sources except for those from Ford Foundation.

The state board had authorized WOI-TV to continue commercial telecasting indefinitely at a meeting held Sept. 11. This was a change in board policy. Heretofore it had been understood that WOI-TV would cease commercial operation when commercial tv stations went into operation in the state. The board vote was 5-1.

Mr. Breen denounced the board action and said he may appeal to the courts. "As a publicly-owned institution, I don't think Iowa State has any right to go into the advertising business on a large scale," he said.

"sales service" that helps sell time

John F. Patt, President, WJR, Detroit, says:

"We consider it good sales service to our present and prospective clients to provide coverage, market data and other information about the Goodwill Station in an ad next to the WJR rate listings in STANDARD RATE & DATA."

8 ways a Service-Ad in SRDS helps sell time

1 It helps *known* prospects recall the gist of the sales story your representatives and your promotion are telling.

2 It helps *unknown* prospects to decide to call in your representatives.

3 It goes to agency-client conferences.

4 It remains instantly accessible to the SRDS user who is working nights or weekends.

5 It provides liftable material for inclusion in media proposals.

6 It makes possible a good "action" closing for other promotion, directing prospects to your Service-Ad in SRDS for more information, *fast*.

7 It keeps your story in the only place you can be certain that everyone who uses it is interested in stations *right then*.

8 It provides a "*last chance*" point from which a prospect can get a final "briefing" on your story before he makes his final decision.

more than 10% of the nation's drug sales takes place in WJR's primary coverage area!
WJR
the great voice of the great lakes
WJR MARKET DATA
In this rich market area, 10.3% of the national drug sales is made. This area is thoroughly covered by one single influential voice. That voice is WJR, which effectively and economically covers all this vast market area, day in and day out. Increase your sales in this vital 137 county area. Use WJR, the Great Voice of the Great Lakes.
For more information, contact WJR or your Christal representative today!

Informative Service-Ads like the one shown here sell time for you because they deliver wanted information to your prospect at the time he is using Standard Rate to make station selections.

SRDS — Standard Rate & Data Service, Inc.

The National Authority Serving the Media-buying Function

Walter E. Botthof, Publisher, 1740 Ridge Ave., Evanston, Ill.

Sales Offices: New York • Chicago • Los Angeles

WGR To Put $1 Million in Tv; Fitzpatrick Moves to Buffalo

WGR Buffalo is earmarking $1 million in television, according to Leo F. Fitzpatrick, board chairman of WGR Broadcasting Corp. Mr. Fitzpatrick, who has moved his residence from Detroit to Buffalo to take a more active part in WGR's affairs, said the money will be used to obtain a second tv outlet to service Buffalo and the western New York area.

Mr. Fitzpatrick

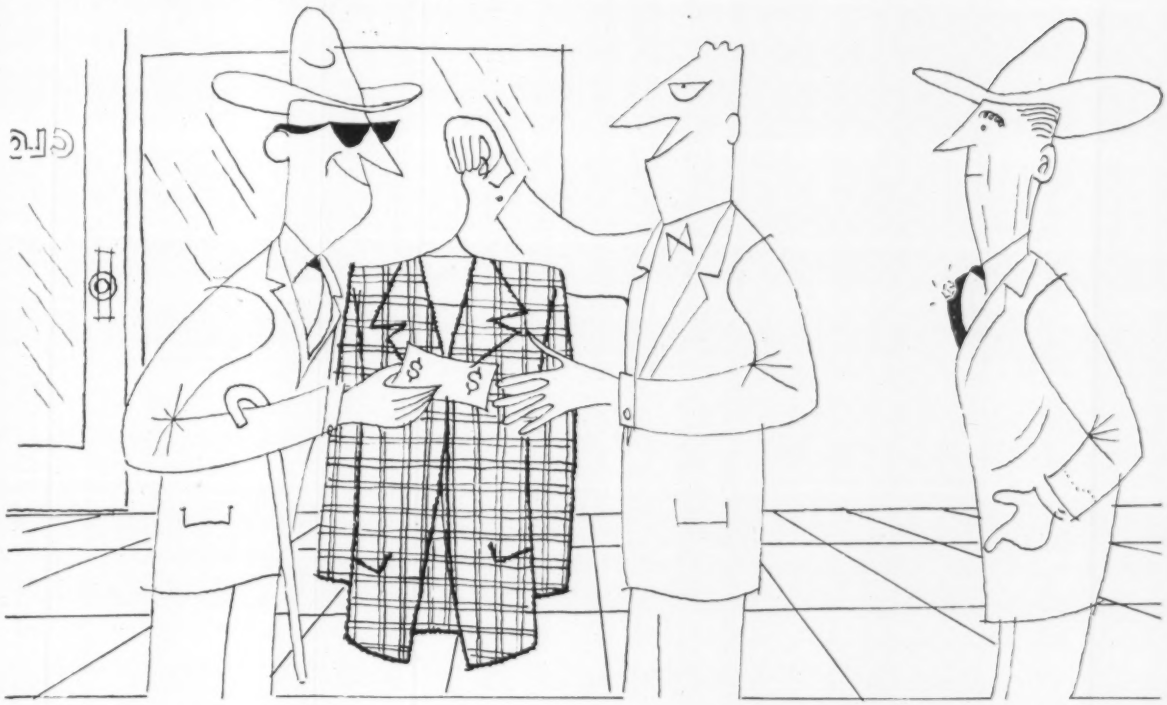
Mr. Fitzpatrick said nearly $100,000 already has been invested in our preliminary plans." WGR is an applicant for vhf ch. 2 in Buffalo. His move to Buffalo, according to WGR, will permit Mr. Fitzpatrick to concentrate "on the continued development of radio broadcasting" and in the station's tv application.

WGR has purchased 90 acres on Whitehaven Rd., Grand Island, where a transmitter and building, including offices, studios and laboratories, will be built as soon as the tv application is granted. The station said it anticipated a hearing on the WGR application within the next three months.

Mr. Fitzpatrick, formerly an owner of WJR Detroit, divested his interests including those in WGAR Cleveland and KMPC Los Angeles, when he purchased WGR in 1946.

DENIM INIQUITY

or, the law of supply and demand has teeth in it



WE used to think farmers and ranchers had a lock on denim. Then dudes took up Levis, rivet pockets and all. Chipp in New Haven made Yale safe for faded blue jackets, and you could even pry a denim number out of Brooks. One of our local merchants got carried away and laid in a supply of assorted plaid, brass-buttoned, denim smoking jackets. Luckily an orchestra was passing through and took all but one off his hands. That one hung around until the merchant was sick and tired of it. One day he finally told a clerk to get rid of it or leave Texas. He returned from lunch to find the clerk dazed, his clothes tattered, pretty well roughed up, but triumphant. "I don't have to leave Texas," he exulted. "It's sold!"

The merchant, full of late compassion, told him he needn't have gone so far as to take a beating from a customer just to sell the old thing.

"Hell, the customer liked it fine. My trouble was with his Seeing-Eye dog."

* * *

Folks around Amarillo who buy so much that they averaged $5,794 per family in retail sales last year (highest in the nation) can take their denim or leave it alone. But KGNC—radio and TV—is woven into the fabric of the Panhandle and beyond. For availabilities to suit, see the O. L. Taylor Company.

NBC and DuMONT AFFILIATE

AM: 10,000 watts, 710 kc. TV: Channel 4. Represented nationally by the O. L. Taylor Company

Advertisement

From where I sit *by* Joe Marsh

Modern Art Takes a Licking!

Did you know we had a real artist in town? Yes sir! Our Handy Jackson was a contributor to the Sculpture Exhibition over at the Centerville Fair last week.

His work was streaky pink and curved all around—sort of streamlined. Caused quite a big stir. Nobody was sure what it was supposed to represent, but some people liked it and thought it was good art. Handy gave me the lowdown:

"Why, it was nothing but a piece of cattle salt our cows have been lickin' at for months. I just had it mounted. Fooled a lot of folks—one fellow even wanted to buy it!"

From where I sit, Handy's "modern art" shows how some people can go astray. Some even get to be "experts"—especially about the other fellow's business. Whether it's art or music, or a simple thing like choosing, say, beer or milk with a snack, we should live and let live. There's no call for any of us to set ourselves up as a "model" for others!

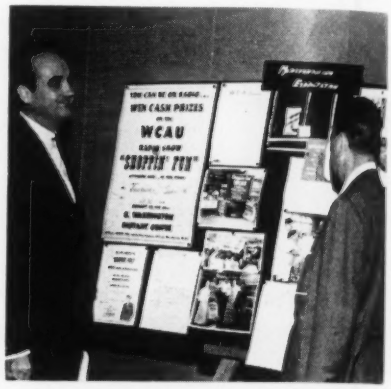
Joe Marsh

Copyright, 1953, United States Brewers Foundation

WCAU Publicity-Promotion Unveiled at Sales Meet

"IT'S Time to Buy WCAU Radio" is the slogan used on desk clocks to be distributed to timebuyers throughout the country by WCAU Philadelphia. This is part of a major promotional campaign unveiled by Robert N. Pryor, vice president in charge of promotion and publicity for WCAU, at the annual radio sales meeting held there last week, with representatives from Los Angeles, San Francisco, Atlanta, Detroit, Chicago and New York.

At the sales meeting Joe Connolly, vice president in charge of radio programming, presented "Five for Fall" as a showcase for five new shows scheduled by WCAU this fall.



WCAU Philadelphia Vice President Robert N. Pryor (l) shows CBS Radio Spot Sales representative Harold Davis some of WCAU's continuing merchandising and exploitation at the station's annual radio sales meeting

Jack deRussi, radio sales manager, presented "WCAUSA," the story of WCAU radio, on Sept. 15. This included program ratings, signal coverage, surveys and marketing data.

The program was followed by a luncheon and an address by Theodore G. Heck, field representative of Greater Philadelphia, Delaware and South Jersey Council, in which he predicted Philadelphia's population would increase about one million by 1960. He said the area now embraces 17% of the nation's buying income.

KFH-AM-FM Terms Rate Card 'Unique'

KFH-AM-FM Wichita's latest rate card, which has been in effect since July 1, is a "unique departure" from the average radio station rate card, according to Frank V. Webb, KFH vice president-general manager.

Mr. Webb said his station has increased its budget substantially in the past year for more and better talent for better programs, and that advertisers use KFH's facilities "on our own terms."

The KFH rate card lists its commercial policies and guarantees that time is sold only at the published rate.

Defining an advertiser acceptable to the station as "an honorable advertiser, devoid of trick deals, fast words, and fast dollars with questionable merchandise or services for sale," KFH says: " 'Quickies' or other substitutes for proved broadcast advertising standards or rates are not acceptable."

KILO

N.D. MINN.

Grand Forks N. Dakota

RADIO CROSSROADS OF THE RED RIVER VALLEY

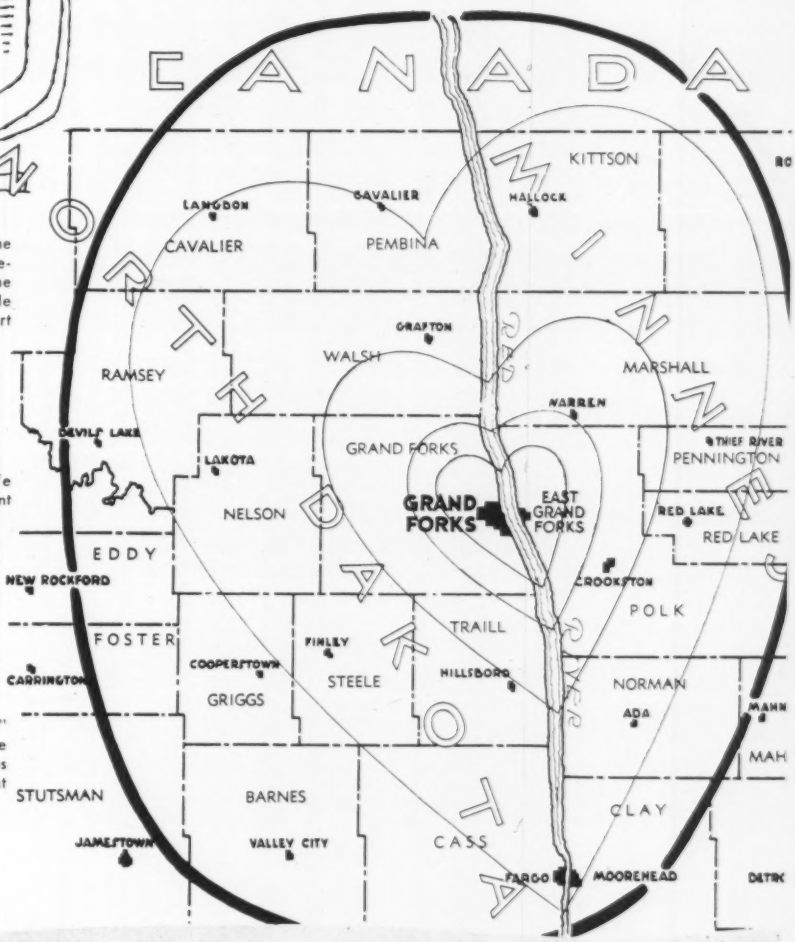
1 Our primary coverage area is the rich Red River Valley . . . both Minnesota and Dakota sides . . . from the Canadian border, South, to include Fargo-Moorhead. KILO is the heart center of the area.

2 A Conlan survey shows we consistently own over 51% of the audience in our immediate area.

3 We have been at it for 30 years! We know our people: More important —they know us!

4 Affiliations count heavy in our country. We have a tie-in with the Grand Forks Herald on promotion; our affiliation with WCCO gives us their ace newsman, Cedric Adams, for our 10:00 p.m. News.

5 Because we are such an ideal "test" market . . . national advertisers in the first 6 months of this year . . . used us as a spot test market—more than at any time in the last 5 years.



the only CBS station in the Red River Valley

REPRESENTED NATIONALLY BY AVERY-KNODEL, INC.

KNXT (TV)'s New Rate Card Increases Basic Hour Costs

NEW KNXT (TV) Hollywood rate card No. 2 has increased the station's Class A time from $1,500 to $1,750 per hour for 7-10:30 p.m. Sunday-Saturday, according to James T. Aubrey Jr., general manager. Class A Group I one-minute film announcements and 20-second station breaks were increased from $375 to $450.

Other increases include Class B rates from $1,000 to $1,150 per hour, 6-7 p.m. Monday-Saturday, 5-7 p.m. Sunday, 10:30-11:30 p.m. daily; Class C rates from $600 to $700 per hour, noon-6 p.m. Monday-Saturday, noon-5 p.m. Sunday, 11 p.m.-midnight daily; Class D rates from $300 to $350 per hour for all other time.

New rates went into effect Sept. 15. Advertisers under contract to the station, as of that date, will be protected for six months under rate card No. 1, Edmund C. Bunker, station sales manager, said. In advising sponsors and agencies of the change, he said set ownership in the KNXT signal area has increased 78% to an estimated 1,895,700 families since rate card No. 1 was established Dec. 1, 1951.

Mitler Buys WRJM

WRJM Newport, R. I., has been sold by Columbus O'Donnell for $22,500 to Milton E. Mitler of New York, it was announced last week. Sale of the 1 kw daytimer on 1540 kc is subject to FCC approval. Mr. Mitler has been with a number of stations in the East and most recently was president of American Adv. Assoc., Newark. Sale was negotiated by Blackburn-Hamilton Co.

COMMON ownership of WCLI-AM-FM Corning, N. Y., with *Evening Leader* there is ended after six years as Corning Radio Inc., a new corporation, buys the stations. Signing, l to r: George P. Droelle Jr., WCLI secretary-treasurer and program director; E. S. Underhill Jr., former WCLI owner and secretary-treasurer of the *Evening Leader*, and Gordon Jenkins, WCLI president-general manager.

WCPO-TV Sets Power Boost; To Add More Live Programs

FINAL baseball game of the season between the Cincinnati Reds and the Milwaukee Braves was to have been telecast Saturday on WCPO-TV Cincinnati immediately after the station's scheduled increase to 250 kw effective radiated power, Mort C. Watters, vice president-general manager, said last week.

Ed Weston, program manager, said WCPO-TV "probably will have more live local programming on a daily basis than any other local tv station in the country," with 9½ hours of live shows daily, of which one hour will be fed to DTN and a half-hour weekly to ABC-TV.

KATV (TV) Adds Staffers

SEVEN people have been added to the KATV (TV) Pine Bluff, Ark., staff, James P. Walker, general manager, said last week. KATV, CBS affiliate to be on vhf ch. 7 with 80 kw effective radiated power, expects to be on the air by Dec. 1.

Bruce Compton, formerly at WJTV (TV) Jackson, Miss., has been named sales manager, and David W. Crockett, who formerly managed KPLN and KAMD at Camden, Ark., and more recently has been an account executive at KTHS Little Rock, will hold a sales position in Little Rock, together with George Dickinson, formerly an account executive with KXLR Little Rock, Mr. Walker said.

Rex Cole, a Pine Bluff resident who formerly had his own brokerage business, has been appointed Pine Bluff sales representative. Roy Pickett and Louis Brown join KATV from KTUL Tulsa as program director and chief engineer, respectively. Don Curran, new sales promotion manager, formerly was at KOMA Oklahoma City.

Mr. Walker, who formerly managed KFPW Fort Smith, Ark., said construction of transmitter building and studios "is moving along nicely."

Free & Peters Moves

FREE & PETERS television division has moved eastern sales and administrative offices to larger quarters in Room 1707, 444 Madison Ave., N. Y. 22. Telephone number remains Plaza 1-2700. Move joins tv division of station representative firm with radio division on 17th floor of building.

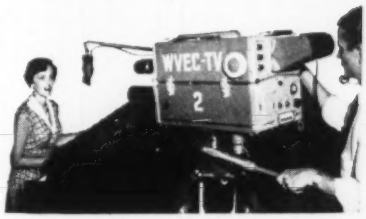
1800 JINGL-LIBRARY
MONTHLY MARKETING BULLETIN
TWO EXCLUSIVE
Thesaurus FEATURES
ROCKET SPONSOR SALES
TO NEW HIGHS ! ! !
Just read these Success Stories!
"Jingles open hundreds of sales opportunities . . . selling fast!" WRUF (Gainesville, Florida)
"Jingles sensational . . . closing new sales daily!" KIST (Santa Barbara, California)
"Marketing Bulletin great . . . big help in closing new local business!" WFMJ (Youngstown, Ohio)
"Marketing Bulletin great sales aid . . . leads to many new contracts!" WFDF (Flint, Mich.)
RCA
recorded program services
RADIO CORPORATION OF AMERICA RCA VICTOR DIVISION
630 Fifth Avenue, New York 20, N.Y., JUdson 2-5011 Chicago Hollywood Atlanta Dallas

Tidewater Virginia's Powerful UHF Station

WVEC-TV

chooses GPL cameras

for Flexibility and Performance



■ Focus of nationwide attention is NBC's new UHF outlet at Hampton, Va., which blankets the rich Norfolk market. With a test pattern on the air in advance of Fall network programming, UHF converters sold at over 1,000 per day in this area.

"For our local programs, which come from both our studio and surrounding towns," says WVEC president Thomas P. Chisman, "we had to pick cameras for flexible, portable use. We chose two General Precision camera chains, with remote control of iris, lens change and focus. We can take these GPL's in and out of a field truck easily, and in the field the remote controls are especially useful. In our film studio we're using two GPL Projectors."

WVEC-TV picks GPL for portable flexibility. Networks pick the same cameras for sheer quality. New or existing stations can have both, with GPL equipment, covering every requirement from cameras to transmitters.

Write for data, and compare.

During studio construction, station president Chisman and chief engineer William C. King, Jr., examine GPL camera. "Heat, dust and dirt really gave this camera a beating," says King, "but it never showed it."

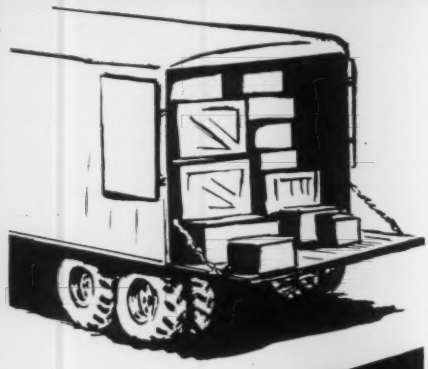
General Precision Laboratory INCORPORATED PLEASANTVILLE NEW YORK

GPL

Export Department:
13 East 40th St., New York City
Cable address: Arlab

Cable address: Prelab

Camera Chains • Film Chains • Field and Studio Equipment • Theatre TV Equipment • GPL-Continental Transmitters



KMAC DELIVERS . . .

1 76 COUNTIES
in prosperous, fast-growing South Texas

2 979,177
RADIO HOMES

3 3,329,205
LISTENERS
in its 0.5 Mv/M coverage

More people listen to KMAC because KMAC serves more people

REPRESENTED NATIONALLY BY
THE WALKER REPRESENTATION CO., INC.

KMAC 26 YEARS OF SERVICE
MUTUAL on 630
SAN ANTONIO, TEXAS
HOWARD W. DAVIS, Owner

CBS-TV, NBC-TV OUT TO BEAT TIME LAG

Networks plan 'hot kinescope' systems to enable showing of tv programs on East and West Coasts at approximately the same hours. Initial trials came with the time change yesterday. At the same time, NBC-TV reduced transcontinental circuit charges.

NBC-TV and CBS-TV reported last week they were all set to go with new approaches to overcome the three-hour time difference between the East and West Coasts [CLOSED CIRCUIT, Sept. 21], effective with the change back to standard time yesterday (Sunday).

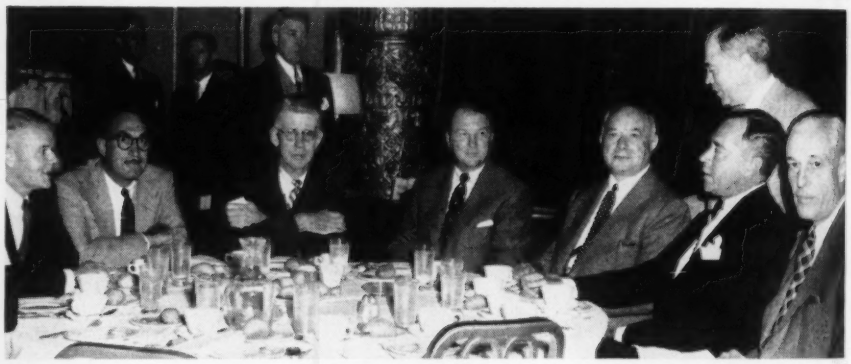
NBC-TV said that by means of "quick kinescopes" its programs would be presented on the West Coast at the same clock hours they are seen in the East. At the same time NBC-TV announced a substantial reduction in East-West and West-East transcontinental circuit charges, also effective yesterday.

CBS-TV took a somewhat different approach to the cross-country time lag, although it too is based on the hot kinescope. Programs that are telecast in New York between 6 and 7 p.m. New York time will be recorded by hot kinescope and released on the West Coast between 6 and 7 p.m. Coast time. Those released in New York between 10 and 11 p.m. EST will go through "live" to the coast and thus will be seen there between 7 and 8 p.m. PST. Those which are released in New York between 8 and 10 p.m. EST will be seen via kinescopes on the West Coast between 8 and 10 p.m. PST, some on the same day, some a week later.

Both NBC-TV and CBS-TV planned to make their West Coast quick kinescopes in Los Angeles and originate them there for their respective affiliates in that area. Non-interconnected affiliates, of course, would put on the kinescopes one or more weeks after the original telecast.

While CBS-TV's plan applies only to its evening programs, NBC-TV said the only ones of its own shows which will not conform to the new Pacific Coast scheduling pattern "will be those which by nature require simultaneous transcontinental release."

George Frey, NBC vice president and di-



NBC affiliate executives chat with Brig. Gen. David Sarnoff at this table during the radio affiliate meeting in Chicago [B•T, Sept. 21]. L to r: Robert Hanna, WGY Schenectady; Milton Greenebaum, WSAM Saginaw, Mich.; Harold Essex, WSJS Winston-Salem, N. C.; Clair McCollough, WGAL Lancaster, Pa.; Gen. Sarnoff; E. R. Vadeboncoeur (standing), WSYR Syracuse; Robert D. Swezey, WDSU New Orleans, and John Norton, WAVE Louisville.

NBC executives at the radio affiliates meeting in Chicago were (l to r): Seated, Fred Horton, in charge of radio network sales; Charles Denny, vice president in charge of owned and operated stations; Ted Cott, operating vice president of the radio network; William F. Fineshriber Jr., vice president in charge of the radio network, and David C. Adams, vice president for administration. Standing, John West, vice president in charge of the Pacific Divison; Manie Sacks, staff vice president of NBC and RCA; Robert W. Sarnoff, vice president in charge of the Film Division, and Joseph W. Heffernan, vice president for finances and services.

"Top Spot" IN SPORTS

- **GREEN BAY PACKERS**
  'Pro' Football, with WEMP's Earl Gillespie feeding 35 stations in four states
- **MILWAUKEE BRAVES**
  Big League Baseball
- **MARQUETTE UNIVERSITY**
  Varsity Football
- **WISCONSIN UNIVERSITY**
  Varsity Basketball
- **MILWAUKEE HAWKS**
  'Pro' Basketball

MILWAUKEE-Tops In The Nation-WEMP-Tops In Milwaukee

People everywhere are calling Milwaukee America's "hottest" sports town. And in Milwaukee, people call WEMP the "Sports Station."

The reason? It's simple. Milwaukee has known for years that if it's a *major* sport, it'll be on WEMP play-by-play with the inimitable Earl Gillespie, WEMP Sports Director, at the mike.

Advertisers, too, like Miller Brewing Co. and Allis-Chalmers, demand WEMP and the fresh vigorous Gillespie style. These sports broadcasts added to smart round-the-clock music, news and public interest programs make WEMP the top spot* for your Milwaukee radio dollar. Get details from Headley-Reed or contact WEMP today.

*On WEMP you can get up to twice the Milwaukee audience per dollar of any Milwaukee network station. (Based on latest available Milwaukee Pulse survey and SR & DS rates).

COMPLETE COVERAGE—ALL MAJOR MILWAUKEE AND WISCONSIN SPORTS . . .

WEMP

AM-FM 24 HRS. • MUSIC • NEWS • SPORTS
1340 K. C. • MILWAUKEE

rector of tv sales, who announced that network's plan, said that "for the past 12 months NBC has been conducting an extensive research project to determine the most desirable method of scheduling network programming on affiliated stations in the Pacific Coast time zone. We are convinced that this plan . . . will be of considerable advantage to advertisers and the viewing public."

Merle S. Jones, CBS-TV vice president in charge of CBS owned stations and general services, who led in the development of the CBS-TV plan over a period of many months, said it was his network's belief that hot kinescoping certain shows but sending others through "live" would lead to development of a stronger block for West Coast viewers.

The CBS-TV plan was announced by William H. Hylan, vice president in charge of network sales, who explained its workings in a letter to advertisers, agencies, and clients. He said the plan should benefit both sponsors and viewers.

As an example of how the hot kinescope system works, Kudner Agency, New York, agency for Buick, reported that NBC-TV's *Buick-Berle Show*, which originates in New York at 8 p.m. EST on Tuesdays, will be kinescoped to seven California cities at 8 p.m. PST on the same day: Los Angeles, San Diego, Santa Barbara, Fresno, San Francisco, Bakersfield, and Chico.

ABC-TV and DuMont said they planned to continue with their established systems of sending East Coast originations to the West Coast live, or via delayed kinescope.

The reductions in NBC-TV's transcontinental circuit charges brings the east-west charge down from $1,000 to $200 an hour and the west-east charge from $2,000 to $500 an hour.

NBC-TV Evening Time Sold As Dow Buys on 'Show of Shows'

NBC-TV's available evening commercial time was marked "sold out" last week as the network reported sales to Adolph Ltd., Lewis Howe Co., and Dow Chemical Co. which disposed of the last 10 minutes available in *Your Show of Shows* [B•T, Sept. 14].

Purchase by Dow Chemical was one of four made by that company in NBC-TV time in its first use of network television [B•T, Sept. 14]. Other sales reported by NBC-TV during the week included one to Consolidated Cosmetics on *Kate Smith Hour*, one to A. C. Gilbert Co. for 12 participations in *Today*, effective Nov. 24, and one to Crowell-Collier Pub. Co. for six *Today* participations, effective Sept. 18.

NBC Spot Sales in Detroit

CREATION of a Detroit office of NBC Spot Sales with Allen W. Kerr in charge of tv sales [B•T, Sept. 21] and Robert Miller handling radio sales, was announced last week by Thomas B. McFadden, NBC Spot Sales director. The Detroit office opens Oct. 15. Mr. Kerr formerly was with H-R Representatives and previously served with WCBS New York, Hearst Radio, and Transit Radio. Mr. Miller moves to Detroit from the Spot Sales staff in Cleveland. He joined NBC-owned WTAM-WNBK (TV) Cleveland in 1948. NBC Spot Sales also has offices in New York, Cleveland, Chicago, Los Angeles, San Francisco, Atlanta and Charlotte.

ABC UPS UNDERHILL TO TV PROGRAMS VP

CHARLES M. UNDERHILL, national director of ABC's tv program department since August 1951, has been named vice president in charge of ABC's television network programming, Robert E. Kintner, ABC president, announced last week.

Mr. Underhill

Mr. Underhill graduated from Harvard U. in 1930. His first position was with BBDO on such network programs as *The Kate Smith La Palina Program*, *Happy Wonder Bakers*, *The O'Neills* and *Ruth Etting*. He was with BBDO until 1942, serving several years as head of its motion picture department.

He was in the U. S. Navy from 1943-1945 as writer-producer of educational and short feature motion pictures, then joined RKO-Pathe as head of commercial production. He joined CBS in 1948 as director of tv programs and was appointed general manager of CBS' tv program department before going to ABC.

NBC's 'Three Plan' Detailed to Agencies

NBC last week sent agencies details of its "Three Plan" which offers one-minute participations in three 15-minute Monday-Friday programs, with a minimum purchase of three a week for four consecutive weeks [B•T, Sept. 21]. Announcements will be scheduled on a non-rotating basis, three to a quarter-hour, but only one for any advertiser in a single 15-minute period.

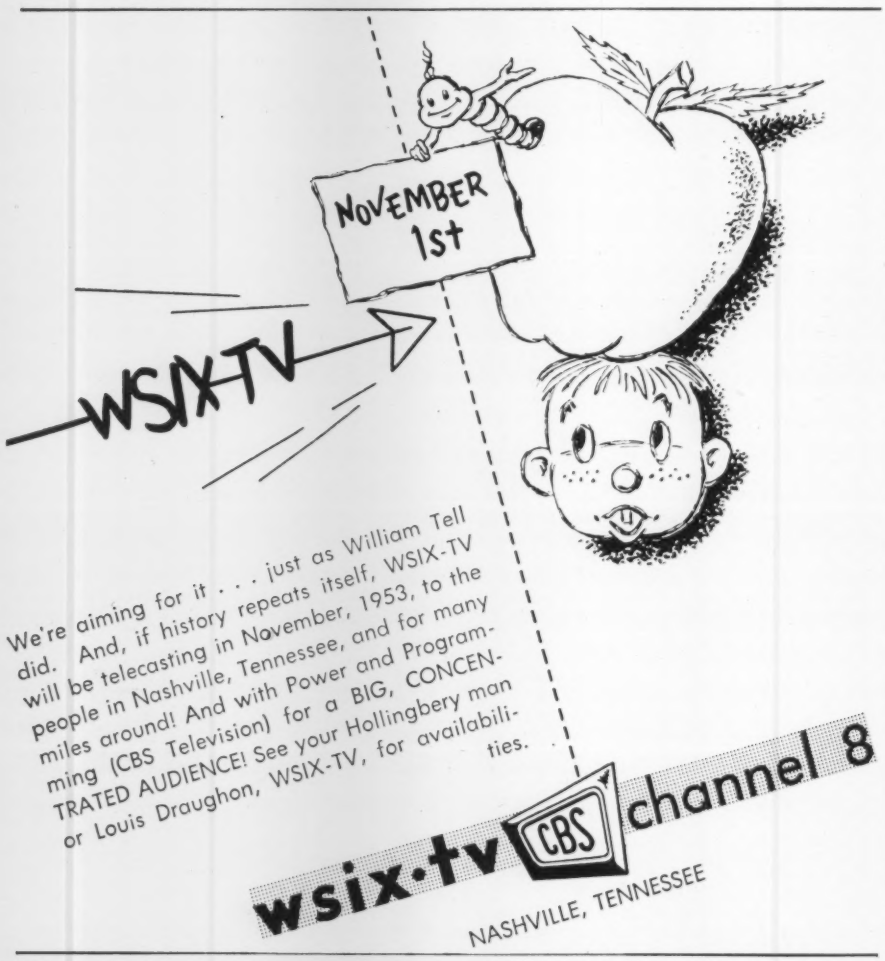
Programs included in the plan and the price of a single participation in each are: *Second Chance*, 11:45 a.m. - 12 noon, $2,250; *It Pays To Be Married*, 5:45 - 6 p.m., $2,025; *Fibber McGee & Molly*, 10 - 10:15 p.m., $3,200. NBC estimates that the morning series will have a rating of 3.3, the afternoon show a rating of 3.7 and the evening series a rating of 4.0. Discounts are allowed for 78 or more participations as follows: 78-116 participations, 4%; 115-155, 6%; 156 or more, 8%.

Participations in the "Three Plan" unsold by Nov. 1 will be released to stations for local or national sale.

DuMont to Offer Symphony

COMPLETION of arrangements for televising weekly concerts by the Chicago Symphony Orchestra on the DuMont TV Network was announced last week.

The symphony will be sponsored locally by the Chicago Title & Trust Co., with WGN-TV as originating outlet, starting Oct. 7. It was understood DuMont would offer the hour-long concert to its stations on a cooperative sponsorship plan. Telecast will be each Wednesday, 7:30-8:30 p.m. CST. Agency is the Buchen Co.


NOVEMBER 1st
WSIX-TV
We're aiming for it . . . just as William Tell did. And, if history repeats itself, WSIX-TV will be telecasting in November, 1953, to the people in Nashville, Tennessee, and for many miles around! And with Power and Programming (CBS Television) for a BIG, CONCENTRATED AUDIENCE! See your Hollingbery man or Louis Draughon, WSIX-TV, for availabilities.
wsix·tv CBS channel 8
NASHVILLE, TENNESSEE

MBS SETS LINEUP FOR PROGRAM PLAN

AS PART of Mutual's new plan to pay stations in "top-quality" programs instead of cash [B•T, Aug. 31], the network announced last week the addition of 18 new "star-name" shows, effective Thursday and thereafter. The new programs are:

Nightmare, starring Peter Lorre, Thursday, 8:30-9 p.m. EST; *Mr. District Attorney*, starring Jay Jostyn, Sunday, 3:30-4 p.m. EST; *Counter-Spy*, with Don McLaughlin, Monday, 8:30-9 p.m., EST; *High Adventure*, starring George Sanders, Tuesday, 8:30-9 p.m., EST; *Bulldog Drummond*, starring Sir Cedric Hardwicke, Wednesday, 8:30-9 p.m., EST; *Starlight Theatre*, starring Madeleine Carroll, Friday, 8:30-9 p.m., EST; *The Woody Woodpecker Show*, with Mel Blanc, Saturday, 10-11 a.m. EST; *Welcome Ranch*, with Vic Bellamy and the Pine Mountain Boys, Monday through Friday, 4:30-5 p.m., EST; *The Three Suns*, with Betty Clooney, Thursday, 7:15-7:30 p.m., EST.

Spotlight Parade, Monday through Friday, 10:25-11 a.m., EST, with the following segments and their stars: "Star Spotlight," with Joe King, 10:25-10:30 a.m., EST; "Spotlight on Food," with Duncan Hines, 10:35-10:40 a.m., EST; "Spotlight on Sports," with Al Helfer, 10:40-10:45 a.m., EST; "Anniversary Spotlight," with David Ross, 10:45-10:50 a.m., EST; "Spotlight Story," with Edward Arnold, 10:50-10:55 a.m., EST; "Spotlight on Humor," with Arlene Francis and Bill Cullen, 10:50-10:55 a.m., EST; and news programs with H. R. Baukhage, Monday through Friday; 4-4:15 p.m., EST; Everett Holles, Monday through Friday, 3-3:15 p.m., EST, and Ed Pettitt, Monday through Sunday, 11-11:15 p.m., EST.

Under its new affiliation plan, to go into effect Thursday, Mutual will give affiliates a total of 14 hours of free programs a week as payment for carrying network commercial shows, and these 14 hours may be sold locally or on a national spot basis. The amount of time "optioned" by the network is reduced from nine hours a day to an average of five, and in the event Mutual sells any time outside the "option" periods, net receipts from such sales will be turned over to the station except for a 15% "selling commission" for MBS.

CBS-TV AAB Elects Saddler as Member

ELECTION of Owen Saddler, executive vice president and general manager of KMTV (TV) Omaha, to the CBS-TV Affiliate Advisory Board was announced last week in a move designed to expand board membership as the number of television affiliates increases.

Mr. Saddler

Other members of the board, which confers with network officials on problems common to network and stations, are Glenn Marshall Jr., general manager of WMBR-TV Jacksonville, chairman; E. K. Jett, vice president and director of television, WMAR-TV Baltimore; James C. Hanrahan, vice president and general manager, WEWS-TV Cleveland; Philip C. Lasky, general manager, KPIX (TV) San Francisco, and Clyde W. Rembert, general manager, KRLD-TV Dallas.

KMTV (TV) has been a CBS-TV basic station since 1950.

RCA-6146 VHF Beam Power Amplifier

The little tube that . . .

earned its way

HERE'S A NEW RCA Beam Power Tube, scarcely more than a year old, that has quickly made a great name for itself because of its outstanding versatility.

Already a favorite in marine, mobile and amateur transmitters, the RCA-6146 has also won a place as a buffer, video amplifier, and low-level modulator in the new RCA 1-kw UHF Television Transmitter.

The RCA-6146 is rated for operation up to 175 Mc and combines low cost, small size, high power sensitivity, and unusual ruggedness.

Your RCA Tube Distributor carries a complete line of RCA Tubes in stock. Call him for fast and friendly service.

RCA RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N.J.

ABC-TV'S $750,000 FALL PROMOTION SET

To promote ABC-TV's fall programming and stars, the network today launches a $750,000, nine-week promotion campaign.

A NINE-WEEK, $750,000 advertising campaign to promote ABC-TV's fall programming and stars is being announced today (Monday) by Mitchell DeGroot, ABC director of advertising and promotion.

The campaign is believed to involve the largest advertising appropriation ever set aside by a national network, the announcement said. Its major features will be newspaper advertising, subway poster campaigns, a jingle campaign, and special filmed station identifications on ABC's five owned tv stations.

Of the $750,000 total appropriation, Mr. DeGroot said $325,000 will be spent on newspaper ads and the special car card campaigns.

"We believe," Mr. DeGroot asserted, "that ABC has created an advertising campaign for its fall programming that will encompass the greatest nation-wide visibility any network has yet accomplished. The campaign, which we have launched, has been undertaken after long and exhaustive study and research, and we are confident that it will have the desired effect of establishing the name of the ABC-TV network, together with its new properties and stars, firmly in the minds of nationwide viewers."

Focal points of the drive, which opened Sept. 13 with the start of the newspaper campaign, center around ABC's five owned tv stations—WABC-TV New York, WBKB (TV) Chicago, WXYZ-TV Detroit, KECA-TV Los Angeles, and KGO-TV San Francisco—with all copy pointing up these stations' ch. 7 positions and stressing "everybody's talking 7."

During the nine-week period which started Sept 13, officials reported, ABC is inserting a total of 131,180 lines of advertising in 19 daily newspapers in the five cities where there are ABC-owned tv stations.

The subway poster campaign will be conducted in New York and Chicago, using 4,000 cards in one city alone.

The jingle campaign employs recordings by a Dixieland jazz band and chorus emphasizing the "Everybody's Talking" theme. The recordings are used as station breaks on ABC-owned radio and tv stations, starting last Friday.

Also, Mr. DeGroot said special film trailers have been prepared for use by the owned outlets in promoting stars and programs, and promoton kits with copy, pictures, mats and other materals have been distributed to owned stations and ABC-TV affiliates.

WAYS-TV Joins ABC-TV

WAYS-TV Charlotte, N. C., will become an affiliate of ABC-TV on or about Nov. 1, it was announced last week by Alfred R. Beckman, national director of ABC's radio and tv station relations departments. WAYS-TV (ch. 36) is owned and operated by the Inter-City Advertising Co. of Charlotte Inc. James Poston is general manager.

Hoover To Be on 'Excursion'

FORMER President Herbert Hoover agreed last week [B•T, Sept. 7] to appear on *Excursion*, the Ford Foundation's Tv-Radio Workshop television program, on Oct. 18 (NBC-TV, 3:30-4 p.m.). His appearance follows that of the only other living former President, Harry S. Truman, on *Excursion* on Sept. 20.

NBC o&o's Begin Network-in-Network

Initial telecast of the plan in which network-owned stations will use each other's programs put 'Falkenburg's Diary' of WNBT (TV) on WNBW (TV).

THE COORDINATED television programming—network within a network—plan of NBC's owned-and-operated stations division was launched last week when *Jinx Falkenburg's Diary* was fed by coaxial cable on Monday from WNBT (TV) New York to WNBW (TV) Washington.

The new programming concept, according to Charles R. Denny, vice president in charge of NBC's o & o division, calls for exchange of top flight local programs during hours when the co-axial cable is not in use by the network. NBC's o & o tv stations are WNBT (TV) New York, WNBW (TV) Washington, WNBK (TV) Cleveland, WNBQ (TV) Chicago and KNBH (TV) Los Angeles.

WNBT (TV) carries *Jinx Falkenburg's Dairy* every weekday from 1:45-2:30 p.m., New York time. Since the Washington "feed" begins at 2 p.m., WNBW (TV) audiences will receive a half-hour version of the show.

Sponsorship for the program is available through NBC Spot Sales on a two-city basis, according to Thomas B. McFadden, director of NBC Spot Sales, and will be offered on a multiple city basis when co-ordinated programming is in full operation next month.

Mr. Denny said that the second and third programs to be offered under the plan will be available, starting next Saturday. On that date, he said, the *Creative Cookery* program from WNBQ (TV) will be fed to WNBK (TV) Cleveland, WNBT (TV) New York and WNBW (TV) Washington from 11 a.m.-12 noon, EST. From 12 noon-12:30 p.m. EST Richard Willis' *Here's Looking at You* program from WNBT (TV) will be fed to the same stations carrying *Creative Cookery*.

The first major radio effort under coordinated programming, according to Mr. Denny, will be *Light Up Time*, a half-hour nightly music and news show, Monday through Friday, to be heard over WNBC New York, WRC Washington, WTAM Cleveland, WMAQ Chicago and KNBC San Francisco, starting Oct. 5. It will be sponsored by the American Tobacco Co. for Lucky Strike cigarettes.

Yankee-Mutual, WAAB Sign

FINAL arrangements have been made for affiliation of WAAB Worcester, Mass., with the Yankee-Mutual network Oct. 15. WAAB, 5 kw on 1440 kc, feels that concentration on sports, news and music will increase its depth of audience, according to George F. Wilson, president.

MORLOCK TO HEAD NEW GE ENTITY

FORMATION by General Electric Co.'s Electronics Division of a Commercial Equipment Department to concentrate the division's efforts in expanding markets in such areas as monochrome and color tv station equipment, industrial radio and microwave communications and germanium products, was announced last week by Dr. W. R. G. Baker, GE vice president and division general manager.

Mr. Morlock

Announcing appointment of William J. Morlock, general manager for commercial department activities since 1951, as general manager of the new department, Dr. Baker said the GE Electronics Division now has five product departments. The others: Tube, Radio and Tv, Government and Components.

Mr. Morlock, a native of McKeesport, Pa., and an Ohio State U. graduate, joined GE at Syracuse in January 1948 and served in several executive engineering positions before his appointment in June 1950 as assistant manager of the Commercial and Government Equipment Department. The commercial equipment activities he most recently headed were designated earlier this year as a sub-department.

Before joining GE, Mr. Morlock helped develop interior communication and sound equipment for the U. S. Navy and other government agencies, and was a wartime committee member of the Office of Scientific Research and Development. Before the war he served several years as manager of distributive products engineering for RCA.

17 Television Stations Get Equipment Shipments

FIRST helical tv antenna contract for a vhf facility has been signed by GE, with delivery to WHEC-TV and WVET-TV Rochester, N. Y., sharing time on ch. 10, scheduled for next spring. Antenna, developed for uhf, will be mounted on top of the six-bay WHAM-TV antenna on Pinnacle Hill, outside New York state city.

GE also reported it has shipped 12 kw uhf transmitters to KETX (TV) Tyler, Tex. (ch. 19) and to WKJG-TV Fort Wayne, Ind. (ch. 33). It also shipped some units of a ch. 61 transmitter to WJMR-TV New Orleans.

To KCBJ-TV Minot, N. D., now operating, DuMont shipped a 5 kw amplifier for the vhf ch. 13 station.

Federal reported it shipped complete equipment, including transmitters and studio gear, to WTSK (TV) Knoxville, Tenn. (ch. 26) and WACH-TV Newport News, Va. (ch. 33).

RCA shipped a 25 kw transmitter to KTVH (TV) Hutchinson, Kans., operating since last June. It also shipped 50 kw transmitters to KLZ-TV Denver (ch. 7) and WHBQ-TV Memphis, Tenn. (ch. 13). A 25 kw ch. 8 transmitter was shipped to KNOE-TV Monroe, La., 1 kw uhf transmitters were delivered to KGTV (TV) Des Moines (ch. 17), WLAM-TV Lewiston, Me. (ch. 17), WDAN-TV Danville, Ill. (ch. 24), WNAM-TV Neenah, Wis. (ch. 42), WFIE (TV) Evansville, Ind. (ch. 62) and WSIL-TV Harrisburg, Ill. (ch. 22).

Advertisement
SEPTEMBER 16, 1929

WCKY BROADCASTING

Advertisement
SEPTEMBER 28, 1953

The L. B. Wilson Station
CINCINNATI

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24 YEARS of PUBLIC SERVICE

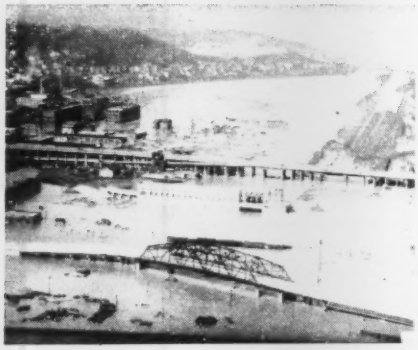
"STILL DOING THE REAL JOB FOR THE ADVERTISER"

50,000 WATTS OF SELLING POWER

"We are proud of the story of WCKY, but any feeling of pride is subordinated to a feeling of humility, because of our realization that a broadcaster bears a tremendous responsibility to the people —and to the nation. WCKY remains dedicated to the public service. It will never lose sight of the fact that it IS because it SERVES."

Operation Service

L. B. WILSON
President
and General Manager WCKY



Greater Cincinnati—hardest hit of Ohio Valley towns in 1937 flood, depended on WCKY's official flood bulletins

Radio Dial — early Cincinnati radio publication heralded WCKY's step-up to 50,000 watts with L. B. Wilson's picture gracing the cover.

"Service is radio's primary function, and audience, it's elementary asset".

On this simple premise, L. B. Wilson, President and General Manager of WCKY, Cincinnati, dedicated a part-time 5,000 watt radio station in Covington, Kentucky, just 24 years ago—September 16, 1929.

IN ITS BEGINNINGS, WCKY operated from the top floor of an inconspicuous building in Covington. The young station floundered for two years, when its President laid aside his banking and other business pursuits, to give the station his full time. Mr. Wilson breathed showmanship, business acumen and experience into the enterprise. It took root. A new attitude was created at WCKY, based on the observation that ". . . day in, and day out, broadcasting requires exacting care".

The station attracted nation-wide attention with it's slogan "WCKY, Covington, Ky.—One Minute from Cincinnati", and it's motto "The Fastest Growing Station in America". Expansion was the key word. This was in the early thirties—a factor which prompted Jack Snow to write in Radio Daily ". . . L. B. is one of the few optimists in a gloom shadowed depression era".

WCKY refused to remain static. It began to feed programs to the network. In 1933 the station won a Billboard Award for outstanding exploitation.

The L. B. Wilson station survived the depression. Writer Snow authored another article in which he said ". . . the staff is being enlarged constantly; local programs are being improved, and in every way WCKY is striving to fulfill the purpose of all radio stations . . . TO PROVIDE PUBLIC SERVICE".

The station's Chief Executive became actively engaged in the radio industry's development. He was elected to the Board of The National Association of Broadcasters; Treasurer of The Independent Radio Network Affiliates and a Director of The International Radio Club. In 1935 Mr. Wilson declined a possible Republican Gubernatorial nomination, and in 1936 the station won the Variety Award for Showmanship.

The Ohio Valley's worst flood in history struck the Greater Cincinnati area in 1937. Of all local radio stations, WCKY was the hardest hit, and was forced to use an emergency Diesel unit, when electric power failed. Personnel worked around the clock, under the severest handicaps of cold, makeshift equipment and discomfort—but WCKY stayed on the air, serving as an official source for emergency bulletins. When Louisville and Ashland Ky. stations were forced off the air, WCKY added the emergency flood bulletins of these communities, to its already almost superhuman local load.

That same year, in July, WCKY dedicated it's new 10,000 watt transmitter. Loyal staffers gave L. B. 10,000 chocolates. He had appropriate cards printed, and sent most of the sweets to friends and associates in radio, as a gesture from the WCKY employees.

On July 27, 1939, from behind its new 50,000 watts, bringing its signal within ear-shot of half the nation, WCKY made a straight-forward announcement " . . . This is WCKY—as Powerful as Any Radio Station In The United States". The statement was not a boast. In a brief dedication ceremony Mr. Wilson said:

"WCKY has no blurred vision of dominating the broadcasting field, nor of denying to its competitors the right to live and serve. We are proud of the story of WCKY, but any feeling of pride is subordinated to a sense of humility because of our realization that a broadcaster bears a tremendous responsibility to the people and to the nation. . . . WCKY remains dedicated to the public service. It will never lose sight of the fact that it IS because it SERVES. We believe in the American system of radio, and in the American system of Government, and stand pledged to support both without reservation, and without sparing of effort. WCKY has but one purpose—TO SERVE THE LISTENER."

With the move to 50,000 watts, WCKY made another move—it transferred its studios and offices to Cincinnati, better to serve its audience.

This was a crucial time for American radio. The world spoke of "War In Europe". The networks covered the conflict, and WCKY stepped up its public service, delivering messages of the precious heritage of Americanism to hundreds of civic groups, schools, clubs and other organizations, through the constant public appearances of its "Goodwill Ambassadors" . . . Olive Kackley, Wauhilla LeHay and Milton Bacon.

Then . . . we were in the war. WCKY took over Cincinnati's famous Fountain Square; set up an official Bond Booth, and in 1943 sold hundreds of thousands of dollars in bonds. The station sent its Mobile Unit into the three-state area for metal scrap, bond drives, blood donor appeals. It utilized its "Miss America" contestants for "smokes" and "bond drives"; turned over its air personnel to War Agencies, and instituted a number of inspirational programs, including "Call To The Colors" . . . a dramatic pause in the city's activities, observed throughout the war in the downtown area daily, at retreat.

A dramatic production "Let Freedom Ring" was aired, the only commercial being an appeal for blood by The Red Cross. In the week of

WCKY's famous Mobile Trailer, with full broadcast equipment played a vital role in the stations' war effort, travelling thousands of miles selling war bonds, and transporting station personnel for public appearances.

March 20, [illegible], 2801 pints of blood were donated through the Cincinnati Red Cross, topping a previous high of 900 pints. WCKY received the highest commendation award from National Red Cross Headquarters for this program.

Letters began to reach the station from battlefront listeners, and the Marines on Guadalcanal reported that WCKY was the only American station received regularly. An early morning program for these troops was started, bringing the voices of loved ones to the far off troops, and both Liberty and American Magazines, reported on the station's contribution to overseas troop morale, through its special programs.

Long a network affiliate, The L. B. Wilson station in 1945 made a decision to become an independent, feeling that through its own programming, based on its intimate knowledge of the audience, it could give better service than was available through existing network programs. After an exhaustive study, block programming was established. Said Mr. Wilson: "Block programming is one solution for economically sound operation by independent stations. It requires courage, startling departures, research and planning. But it will bring audience prestige and accomplishment. Its prime purpose is ADDITIONAL SERVICE FOR THE LISTENERS."

The new format brought programs to WCKY listeners which have become almost nationally institutional. "Make Believe Ball Room" . . . "The Jamboree" . . . "Daily Hit Parade" . . . "Waltz Time" . . . "Chapel" . . . "Breakfast Time" . . . "Nightriders" . . . "Night Hawks". This new concept of programming met with such enthusiastic acceptance, that by February 1947, WCKY had received 590,749 approving letters and cards from its listeners.

In the early months of 1946, WCKY established its own New York office, better to serve the agencies and advertisers, who more and more were utilizing the station to reach maximum audiences. Thomas A. Welstead was appointed Eastern Sales Manager.

In the basic music-news format which came with block programming, news assumed a major function. A formidable news department was built, with writers, reporters and newscasters working as a unit to grow into one of the nation's largest radio station news bureaus. A clear policy was established. . . . "there will be no commentary, no coloring, no withholding of news, local, regional, national or international".

In 1948, WCKY extended its daily air time to 24 hours. A civic series "The Fountain Speaks" was aired, and The Cincinnati Public Library Recording Division, requested a complete series of recordings of the programs—still being used by schools and civic groups. "Official Answer" was the station's reply to listener's queries on public affairs, with answers provided by those in authority. A Safety Essay scholarship was offered by the station and The Junior Chamber of Commerce, and a school for High School students who wanted to learn radio techniques, was inaugurated.

On a state-wide level, the station aired a series of "Report To The People" by Ohio's Governor, and Charles H. Topmiller, veteran Chief Engineer, was named Station Manager. L. B. Wilson received the Achievement Award from The Chief of Naval Personnel.

In 1951, WCKY dedicated an additional 50,000 watt transmitter, to insure uninterrupted 24 hour daily service to its listeners, and Mr. Wilson remarked:

"This new equipment, giving WCKY duplicate 50,000 watt transmitters, is an expression of WCKY's continued confidence in radio broadcasting in America".

Awards piled up in 1951. Nelson King received his fifth consecutive title as "America's Number One Hillbilly Disc Jockey" through a national poll (a feat which was duplicated again in 1952 and 1953). Rex Dale of "Make Believe Ballroom" was elected "National Prince of Platter Spinners" by readers of Movie Stars Parade, and Leo Underhill received The Community Chest Award for the best campaign program.

Dr. Paul Nagai, Christian educator and leader, of Nagasaki Japan, thanked "Make Believe Ballroom" Rex Dale and his audience for the successful efforts, initiated by Dale, to replenish the city's Children's Library, destroyed by the atom bomb.

WCKY honored its personnel in 1952. Defense Bonds were handed three 20 year veterans. Diamond pins were received by 13 who had ten years or more of WCKY service, and scores received 5 year gold pins. The presentations were made by Mr. Wilson, himself a 24 year veteran, who said "The station has been built on the loyalty of its staff".

Continuing its community relations, WCKY, in 1952, launched a tri-state (Ohio, Indiana, Kentucky) "Talent Opportunity Tournament". Local newspapers and service organizations cosponsored the contests, proceeds of which were donated to local charities.

In contrast, a lonely Cincinnati G.I. in Korea was receiving no mail. His buddies wrote the Jamboree, and Nelson King told his listeners about it. In a couple of weeks the Far East edition of The Stars and Stripes carried a picture and story of the G.I., stating that through WCKY's efforts he had received thousands of letters from all over the United States and Canada.

In 1953 Station Manager Charles Topmiller was made Executive Vice President, after 23 years of service to the station, and Mr. Wilson reiterated his oft expressed philosophy:

"We must continue to endeavor to bring to the listener, not only entertainment and diversion, but development of the religious, social and educational aspirations of the American people".

To provide uninterrupted service in event of power failure WCKY, in 1953 installed a 200KW Diesel Generator.

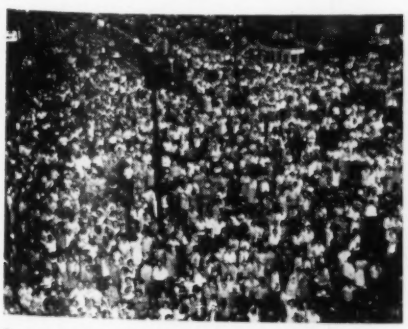
And so, as it approaches the close of the first quarter century of adherence to the principles on which it was founded, WCKY, its directing head and its staff, confidently face the future of The L. B. Wilson station, and any other projects in which they may become engaged, secure in the knowledge that as long as it DOES stick strictly to those words, its future is bright.

Mail from WCKY's coast-to-coast listeners after block programming got underway, literally "covers the U.S.".

WCKY's news room—a part of the largest radio station news set up in the industry, works round the clock to keep up with the station's 24 hour broadcast service.

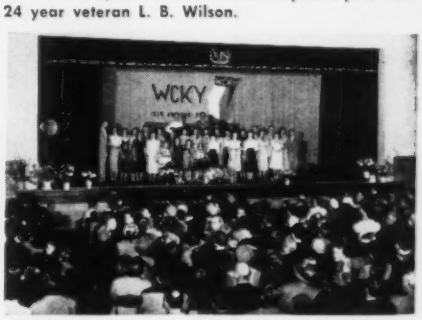
A representative of The Chief of Naval Operations, U.S.N. presents the Navy's Achievement Award to Mr. L. B. Wilson.

13 veteran WCKY staffers with 197 years of combined service, receive diamond microphone pins from 24 year veteran L. B. Wilson.



Crowds gathered on Cincinnati's Fountain Square, watching WCKY's electric News-O-Graph on V.E. day, where news of the surrender was flashed.

June Haver, one of many luminaries of stage, screen and radio who helped WCKY's War Bond sales efforts.



A typical audience and contestant group in WCKY's 1953 "Talent Opportunity Tournament".

In front of -- and behind the WCKY microphones --

Administrative

JEANETTE HEINZE
Ex. Sec. & Traffic Mgr.
22 years

R. M. FLEMING
Prom. & Pub. Rel. Dir.
11 years

ESSIE RUPP
Continuity & Music Dir.
16 years

CEIL SPRECKELMEYER
Auditor
2 years

JUNE ANN McDONOUGH
Asst. Traffic Mgr.
6 years

WILLIAM BRADSHAW
Promotion Asst.
4 years

Sales

GEORGE MOORE
Local Sales Mgr.
24 years

MIKE SPANAGEL
Account Executive
1 year

New York Office

THOMAS W. WELSTEAD
Eastern Sales Mgr.
5 years

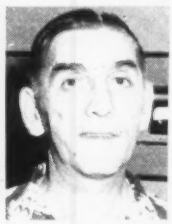
MARY FLYNN
Associate
2 years

Technical

ARTHUR GILLETTE
Studio Tech. Sup.
20 years

NORMAN PONTE
Transmitter Supervisor
6 years

BUD SPENLEN
Studio Control Engineer
17 years



JACK DICKERSON
Transmitter Engineer
10 years

ADRIAN LENTZ
Studio Control Engineer
13 years

NORMAN MATLACK
Transmitter Engineer
5 years

CARL BESSLER
Studio Control Engineer
5 years

JAMES RANNEY
Transmitter Engineer
5 years

GILBERT FULLER
Studio Control Engineer
5 years

GEORGE HANNA
Transmitter Engineer
5 years

L. B. WILSON
Pres. & Gen. Mgr.
24 years

Air Personalities

REX DALE
"Make Believe Ball Room"
5 years

LEO UNDERHILL
"Breakfast Time"
5 years

NELSON KING
"Hit Parade"—"Jamboree"
7 years

MARTY ROBERTS
"Jamboree"—"Nightriders"
2 years

DICK WILLIAMS
Staff Announcer
2 years

PAUL MILLER
The Paul Miller Show
2 years

54 associates with an aggregate of 357 years of service with WCKY. 14 of them with service totalling 229 years. Loyalty

-- the loyal people who make WCKY go -- and grow

C. H. TOPMILLER
Exec. Vice President
23 years

Air Personalities

WAYNE BELL
Staff Announcer
1 year

BOB FLAHERTY
"Night Hawks"
3 years

GEORGE WINTERS
Staff Announcer
4 years

VIRGINIA JAMES
"The Vee James Show"
1 year

JIM THOMAS
"America Outdoors"
1 year

DICK BRAY
Sports Announcer
1 year

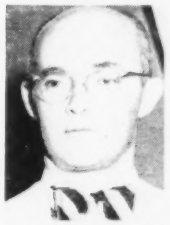
is an attribute which is reflected in the service rendered to the station's advertisers and listeners.

News

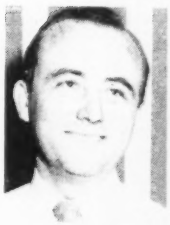
JOHN E. MURPHY
News Director
11 years

PAUL SOMMERKAMP
News Writer
10 years

EDDIE DONNELON
News Reporter
7 years



SILAS SHULMAN
News Writer
4 years



DeLOSS JORDAN
News Writer
2 years

FRANK RILEY
News Writer
2 years

FRED HOLT
News Commentator
5 years

DON PAVEY
News Commentator
1 year

Mail

JEANNE HUTCHINSON
Mail Room
2 years

HENRIETTA SPRECKELMEYER
Mail Room
2 years

Music

JANET KENDALL
Librarian
3 years

FAY HAUER
Librarian
3 years

JANE KORTE
Librarian
2 years

BETTY DURKIN
Librarian
1 year

Reception

GAYE WINGET
Day Receptionist
1 year

CATHERINE BAUMER
Night Receptionist
1 year

AGNES MUETHING
Relief Receptionist
6 months

Maintenance

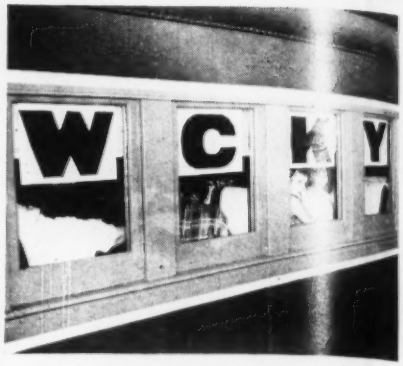
ALEC SANFORD
Equipment Maintenance
12 years

THOMAS WARE
Offices & Studios
17 years

JOE VOSCULL
Transmitter Maintenance
7 years

"In The Public Interest"

For all of its 24 years, WCKY has served the people of the community: the civic, charitable and other worthwhile organizations and institutions of Greater Cincinnati. Here are some of the facets of that wide-spread and diversified service . . . "in the public interest".



One of 14-car train carrying WCKY listeners to Ohio State Fair.

Late Sen. Robert A. Taft discusses world problems with Lt. Gen. R. A. Wheeler and Col. B. C. Dunn, U. S. Engineers Corps.

Constant cooperation with Police safety dept. keeps WCKY listeners aware of safety problems.

Cincinnati's Mayor Rich presents roses to wife of Ohio's Gov. Lausche at WCKY State Fair booth.

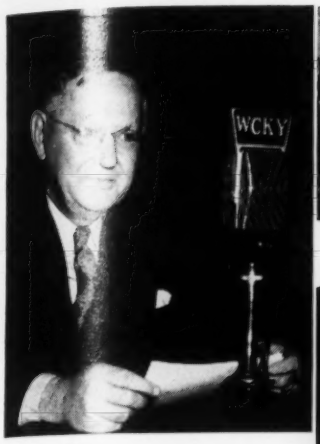
WCKY's Leo Underhill receiving Community Chest award from Chest Director Brenton Grant.

Cleveland, Chattanooga and Cincinnati editors join L. B. Wilson in round table chat.

Annual Christmas parties bring cheer to underprivileged children. At right, Santa arrives at Cincinnati's airport.

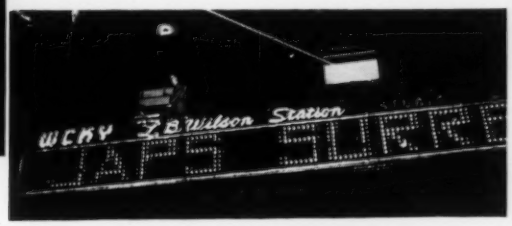
Fire prevention Day brings annual cooperation with Cincinnati's fire fighters.

XUM



City Mgr. Kellogg reports on Cincinnati's affairs.

Air ace of aces Capt. Don Gentile's homecoming at nearby Piqua, O. is covered by WCKY microphones



The Day The Japs surrendered.

Navy Choir broadcasts to the nation from WCKY.

The weather—"direct from the Weather Bureau" . . . long a daily WCKY service.

WCKY's microphones bring listeners a meeting of city's Safety Council.

Rex Dale frequently brings cheer to Children's Hospital fans.

Leo Underhill with Safety Council Dir. Jack Maish, awards a school boy patrolman.

A once lonesome G.I. in Korea shares his thousands of letters received thru a WCKY appeal.

June Haver, movie star, auctions thorobred colt for $100,000 in War Bonds to Benjamin Katz, Pres. Gruen Watch Co.

Boy Scout camp visited by WCKY mobile unit.

Rex Dale's "Chapel" program during an Easter service.

Senator John Bricker, with former Ohio Gov. M. Y. Cooper at Hamilton Co. fair.

By Their Words - - -

WCKY's constant and effective cooperation with civic, charitable and other worthwhile organizations and projects, is reflected in the literally thousands of letters of appreciation received annually.

Our sincere thanks to those in the high places of nation, state and industry, who have recognized this milestone in WCKY's continuing progress "in the public interest".

The Cincinnati Enquirer
Congress of the United States
House of Representatives
Washington, D.C.
STATE OF OHIO
COLUMBUS 15
STATE OF INDIANA
INDIANAPOLIS
HOUSE OF REPRESENTATIVES
CITY OF MIAMI BEACH
MIAMI BEACH, FLORIDA
United States Senate
United States Post Office

XUM

Sales Promotion

helps WCKY's Advertisers

realize fullest measure of results

WCKY's famous travelling News-O-Graph sign overlooking historic Fountain Square, flashes news and advertising messages to a daily traffic circulation in excess of 200,000.

Colorful jumbo post cards remind retail outlets in Greater Cincinnati area of product advertising on WCKY, to help increase their sales.

RADIO DIGEST **WCKY** NEWS LETTER

CINCINNATI, OHIO

Dedicated to a better understanding of Radio—the No. 1 Sales Medium

No. 6

Vol. 1

ADVERTISER STILL BELIEVES

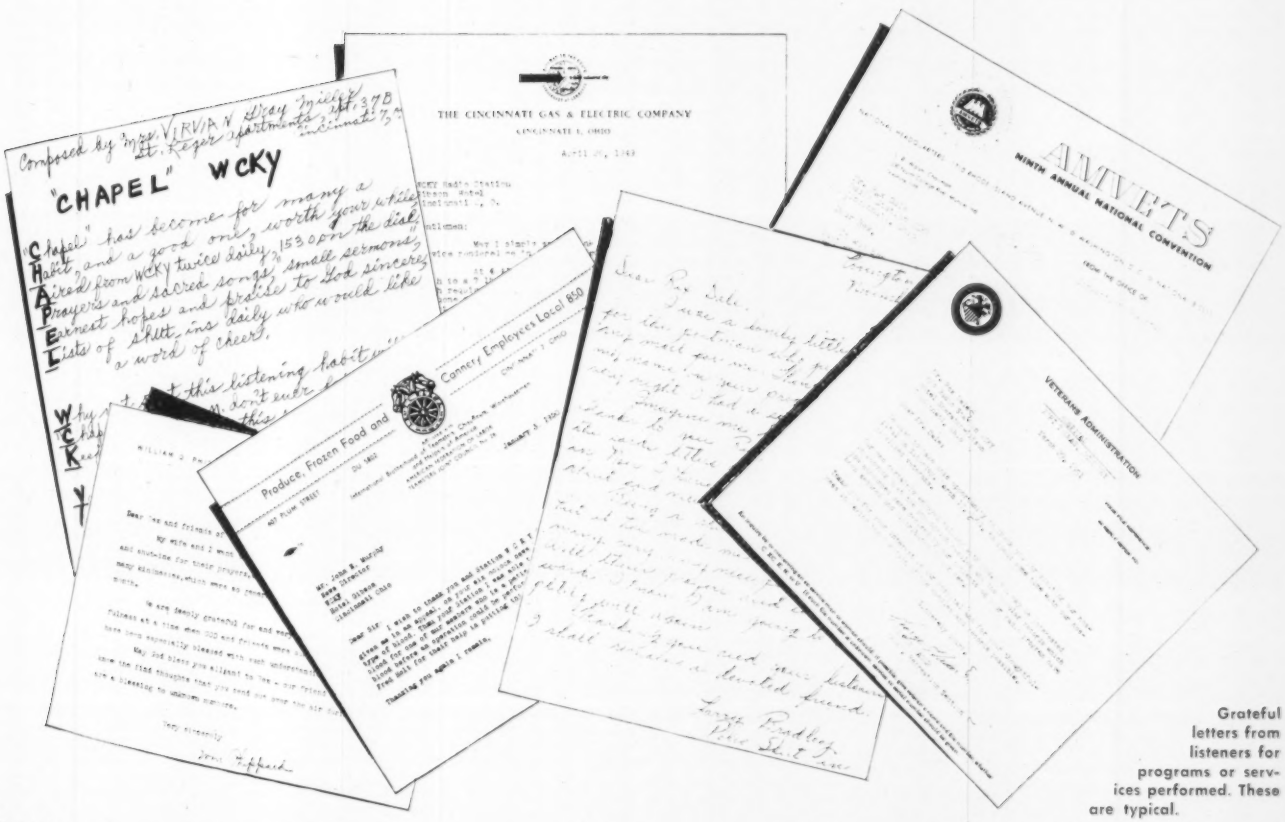
E YOU CAN BELIEVE.

TV, here's some opinions from

A monthly news letter and Digest gives advertisers, agencies and retail stores, a quick story of current developments in radio.

Special displays, such as this Gulf Oil station poster being viewed by C. H. Topmiller, Exec. V.P. and Earl Hemming, Gulf local manager, are frequently provided.

- - - and final proof of Performance



Grateful letters from listeners for programs or services performed. These are typical.

IN GREATER CINCINNATI—

and throughout the entire Southern and Central United States

WCKY's

50,000 WATT—24 HOUR SIGNAL CARRIES THE PROGRAMS WHICH GARNER THE LISTENERS

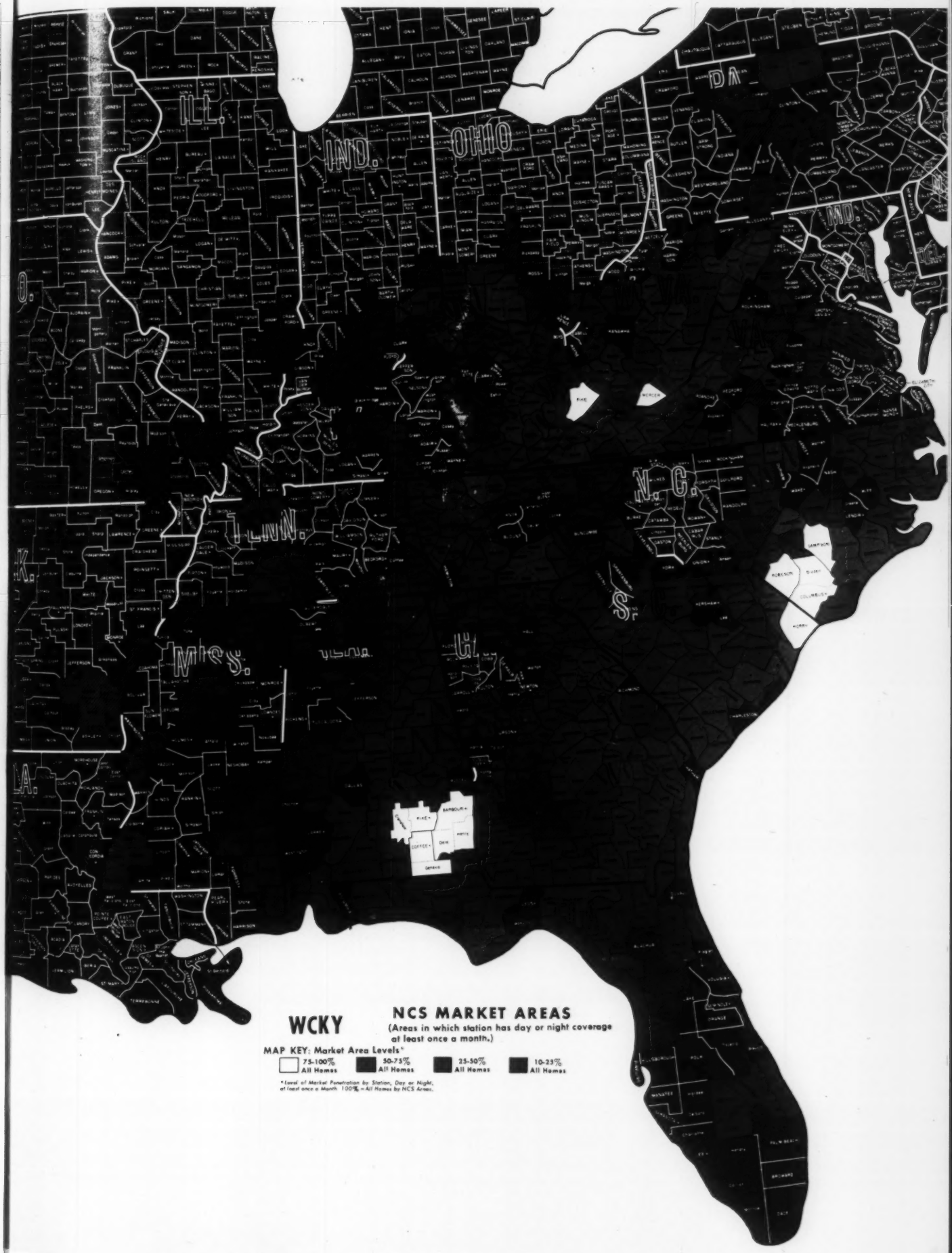
■ In Cincinnati, WCKY's low rates and high ratings, give the lowest cost per thousand—radio, TV or newspapers. WCKY's "first place" in Out-of-Home listening gives a big, big bonus audience.

And—throughout the South, WCKY gives the *Largest Audience* (average nightly audience, 823,530 families); *Lowest Cost* (6.1¢ per thousand families) and *Sales Results* (22% mail increase, 1st 6 months '53, versus same period '52)

—and

WCKY'S Advertisers Garner The Sales

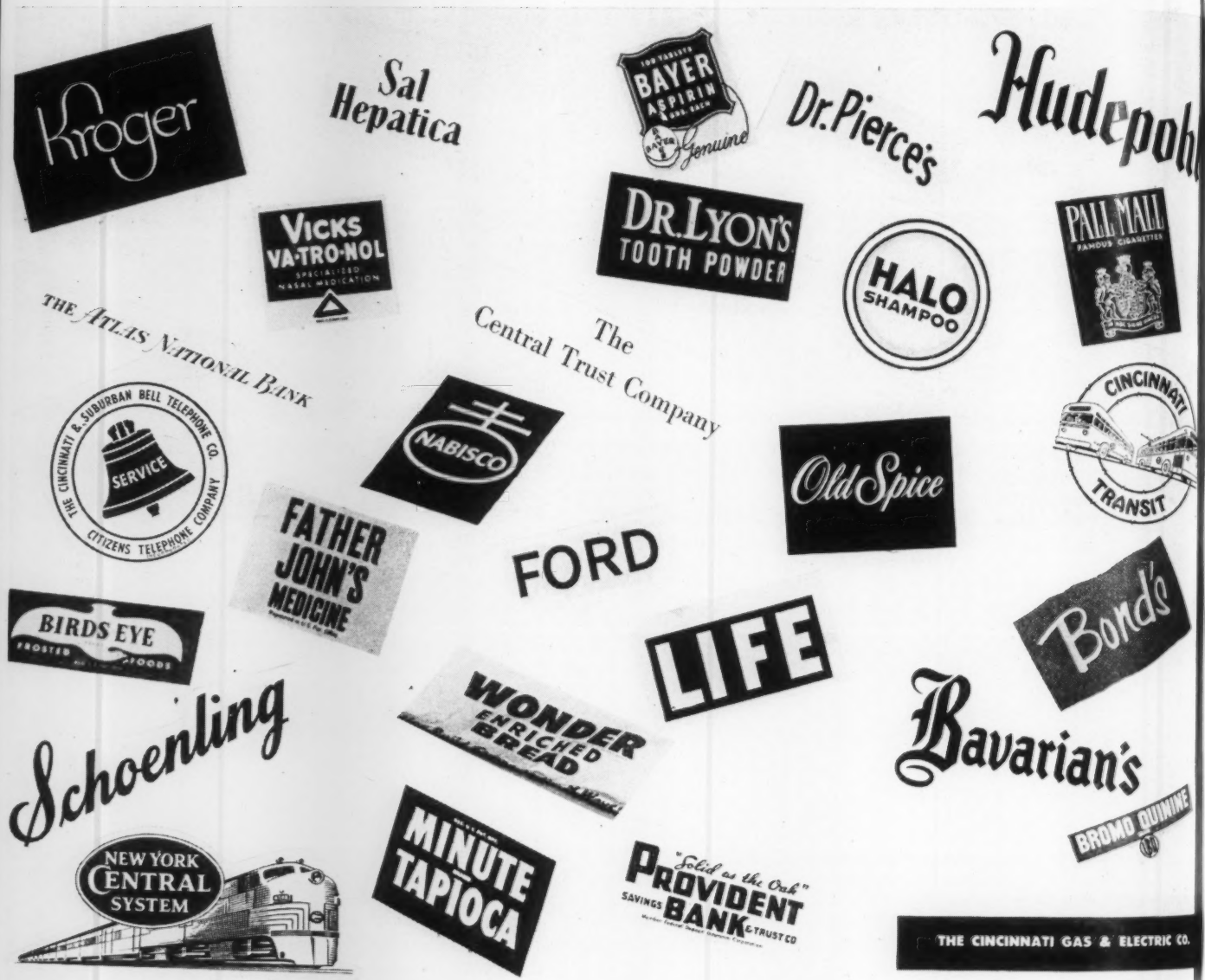
WCKY SELLS!


ILL.
IND.
OHIO
MD.
N.C.
MISS.
LA.
WCKY
NCS MARKET AREAS
(Areas in which station has day or night coverage at least once a month.)
MAP KEY: Market Area Levels*
75-100% All Homes
50-75% All Homes
25-50% All Homes
10-25% All Homes
*Level of Market Penetration by Station, Day or Night, at least once a Month. 100% = All Homes by NCS Areas.

XUM

A Station Is Known by The Advertisers It Keeps

These advertisers . . . and many others . . . use WCKY's huge in–and out of–home coverage to build sales



There's room in this gallery of Leaders for YOU.

The Sellingest Station In the Nation

Call collect Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX Ny 1-1688

or

C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci 281

FIFTY GRAND OF SELLING POWER

'Project Tinker Toy'

IF YOU'RE an electronics equipment manufacturer, there may be wafers—stacks of them— in your future.

New on the manufacturing scene is "Project Tinker Toy," so labeled by its developers, the Navy and the National Bureau of Standards.

Briefly, the "Tinker Toy" is a production process for mechanical, mass manufacture of electronic parts.

The Navy needed such a system to break electronic bottlenecks in modern, electronically tooled warfare. NBS picked up the challenge. The result: "Tinker Toy," after 2½ years development. Basic element is a small, ceramic wafer, which looks like a cocktail cracker. The wafer is stamped out on a machine. Circuits are printed on the wafers, turning them into such electronic parts as resistors, inductors, capacitors, tube sockets and other components. Wafers then are stacked mechanically to form the desired circuit.

The new system, officials say, will do away with much hand labor and will lower costs. They predict that someday wires and coils in radios (hand soldered) will be replaced by a stack of wafers. The system conceivably could be used in radio-tv manufacture. But this would require redesigning of the radio or tv product to accommodate the "Tinker Toy" process.

A sample complex submarine detector produced with the process passed tests satisfactorily and the Navy has awarded a contract to manufacture the detectors, which will determine mass production application, to the Kaiser Electronics Div. of Willys Motor Inc. The Navy said it "hopes that private firms will adapt the method to their productive needs and by adding their 'know-how' to improve it."

Edward J. Nally Dies; Was First RCA President

FUNERAL services were held Thursday for Edward Julian Nally, 94, first president of RCA, who died at his home in Bronxville, N. Y., last Tuesday. He served as RCA president from its formation in 1919 until 1923.

Mr. Nally, who entered communications work in 1875 as a messenger boy with the Western Union Telegraph Co. in St. Louis, had completed 50 years of active association with the industry at his retirement in 1925. He continued his directorship with RCA until 1950, when he retired.

Before joining RCA as president and a director in 1919, Mr. Nally had risen to top executive positions with Western Union, the Postal Telegraph-Cable Co. and the Marconi Wireless Telegraph Co. of America, which he served as vice president and general manager. Mr. Nally became associated with RCA when that corporation acquired the property of the Marconi organization.

He resigned from the RCA presidency in 1923 to become managing director of international relations of RCA.

Mr. Nally was an honorary member of the Wireless Veterans Assn., the Overseas Press Club of America, NBC 20-Year Club, and RCA Communications 25-Year Club.

ON SAN FRANCISCO leg of a cross-country tour to conduct regional DuMont distributor meetings are these executives of DuMont's Receiver Division. Standing with airline crew members are (l to r): Top row, I. G. Rosenberg, director of operations, and J. H. Neebe, vice president, Campbell-Ewald Co., DuMont agency; middle row, H. J. Schulman, national service manager; Dan D. Halpin, general sales manager, and J. C. Affleck, advertising and sales promotion manager; bottom row, M. J. Ranalli, field sales manager, and Irving Sarlin, manager of DuMont's factory distributing branch in New Jersey.

Avco Corp. Reorganizes Electronics, Appliances

REORGANIZATION of Avco Mfg. Corp. appliance and electronics divisions into four units has been announced by J. D. Shouse, Avco vice president, who stated the moves were taken following recent integration of Crosley and Bendix divisions.

Each unit will have a general manager in direct authority over its operations. The breakdown: Home appliances, Parker H. Ericksen; radio and television, L. F. Cramer; government products, C. G. Felix, and administration, L. W. Adkins.

Other appointments announced by Mr. Shouse included: T. H. Mason as general sales manager for Crosley and Bendix kitchen applicances; J. L. Armstrong as general sales manager of Crosley and Bendix home laundry equipment; W. A. MacDonough as director of merchandising and advertising; C. E. Bick, national service manager, home appliances; H. E. McCullough, general sales manager for Crosley radio and tv; R. K. White, advertising and sales promotion manager, and R. H. Schneberger, national service manager.

Broadhead Returns to Allied

DAKEN K. BROADHEAD has resigned as executive assistant to Agriculture Secretary Ezra T. Benson to return to the presidency of Allied Record Mfg. Co. and its affiliates, Allied Research & Engineering Inc. and Allied Record Sales Co. Mr. Broadhead will continue as a consultant to Secretary Benson. The three Allied firms, which manufacture radio transcriptions, distribute phonograph records and engage in other electronics manufacture including component parts for the military, have expanded activities and thus necessitated Mr. Broadhead's return, it was stated.

Gates Ships 5 Am Units

GATES RADIO Co. said last week it had shipped am transmitters during the previous week to WHUN Huntingdon, Pa. (1 kw) and the following new stations: WAJF Decatur, Ala. (250 w); WEKY Richmond, Ky. (250 w); WBAW Barnwell, S. C. (250 w), and WLBN Lebanon, Ky. (1 kw).

MANUFACTURING SHORTS

Admiral Distributors Inc., L. A., will start construction of $400,000 tv and appliance center at 6565 E. Washington Blvd. shortly, with completion scheduled by end of year.

Allen B. DuMont Labs Inc., Clifton, N. J., announces development of new crank-operated camera dolly which is light, strong and can be easily maneuvered on tv studio floors.

General Electric, Syracuse, N. Y., announces addition of five new tubes to "Five-Star" high-reliability line.

Crosley Div. of Avco Mfg Corp. announces new 17-inch and new 21-inch table model tv sets, both with non-glare picture window and removable glass front for cleaning picture tube face.

Telonic Industries, Indianapolis, Ind., announces production of new compact uhf sweep generator.

Allen B. DuMont Labs Inc. has released bulletin on new DuMont Type 322-A cathode-ray oscillograph, available from Technical Sales Dept., Allen B. DuMont Labs Inc., 760 Bloomfield Ave., Clifton, N. J.

Amperex Electronic Corp., N. Y., announces addition of new tube to its line of twin tetrode tubes, type 6252, lower power version of Amperex type 5894/AX9903.

RCA Victor Div. shipped new 250-watt am radio transmitters, type BTA-250 M, to WHLS Port Huron, Mich., and to KGY Olympia, Wash.

ON TOP
IN IDAHO

...Idaho's ONLY
TV Station

Affiliated with
NBC • CBS • DUMONT

Heart of the 5th Market
of The Great Northwest
...Purchasing Center
for a tremendous area
400 miles from any other
metropolitan center or
TV station.

KIDO-TV
BOISE

CHANNEL 7

EFFECTIVE
RADIATED POWER

53 kw Video
26.5 kw Aural

ANTENNA HEIGHT:
850 ft.
Above Terrain

Represented by
BLAIR TV Inc.

PEOPLE

Advertisers

Fred W. Adams, advertising manager for Packard Motor Car Co., appointed advertising manager of new Kaiser-Willys sales division of Willys Motors Inc., N. Y.

James Beam, public relations manager, Victor Adding Machine Co., Chicago, to Paper-Mate Co., L. A., as director of advertising.

James M. Loughran, account executive and merchandising director, Creamer & Co., Hollywood, appointed advertising-merchandising director, Tasti-Diet Foods Inc., Stockton, Calif.

Agencies

Charles B. Ganz, executive vice president and general manager, Smith & Ganz Inc., Hollywood, elected president of firm, succeeding late **V. R. Smith. Frederic B. Vanderhurst** elected executive vice president and **Harold Dreyfus,** vice president. **Byron Nieman,** general manager and account executive, Hunter Advertising Agency, **William Hoffman,** sales representative, Western Radio Sales, and **Arnold Isaak,** account executive, Killingsworth Co., all L. A., to Smith & Ganz as creative head, food merchandisor and account executive, respectively.

Jack Van Nostrand, editorial and production supervisor, Sullivan, Stauffer, Colwell & Bayles Inc., N. Y., returns to Hollywood as vice-president in charge of operations for agency's office, that city.

Cornelius Du Bois, director of research development, and **Joel McPheron,** account executive, elected vice presidents of Geyer Adv., N. Y.

T. L. Stromberger, vice president, **Donald S. McKenzie** and **C. N. LaVene,** senior account executives, West-Marquis Inc., L. A., have formed **Stromberger, LaVene, McKenzie Inc.,** 650 S. Grand Ave., same city. Telephone is Trinity 1363.

E. D. Geoffrey Garth, account executive with Lee Ramsdell & Co., Phila., elected vice president.

William V. Patten, account supervisor, J. Walter Thompson Co., L. A., forms own agency, **Patten & Assoc.,** 8741 Sunset Blvd., Hollywood 46. Telephone is Bradshaw 2-8144.

Beverly Smith, head of daytime radio programs, Young & Rubicam, N. Y., named head of daytime television program development for agency.

Lee Salberg, sales promotion executive with WBKB(TV) Chicago, appointed executive producer at Herbert S. Laufman & Co., same city, tv advertising production firm. Mr. Salberg formerly was publicity-promotion director of old WBKB—now WBBM-TV—that city.

Joseph V. Lawton, art director, McCann-Erickson Inc., Chicago, to Erwin, Wasey & Co., L. A., in same capacity.

W. Thomas Blakely, formerly advertising manager of Yardley of London (Canada) Ltd., named manager, Montreal office of McConnell, Eastman & Co., advertising agency.

Charles O'Brien, Hilton & Riggio, N. Y., to Grant Adv., N. Y., as art director.

William Gibbs, Jam Handy Organization, Detroit, to Fuller & Smith & Ross, N. Y., as assistant production supervisor for television films.

Patricia Milligan, former International News Service bureau manager in Springfield, Ill., to White Advertising Agency, Tulsa, Okla., as public relations director.

Kirby Culver, formerly with Young & Rubicam, N. Y., to William H. Weintraub & Co., N. Y., as account executive.

Ben A. Weil, formerly manager of his own advertising agency, to Aylin Advertising Agency, Houston, Tex., as account executive.

Drucilla Handy, account executive in Bozell & Jacobs' Chicago office, to Theodore R. Sills & Co., Chicago public relations counsel, as account executive.

George Finley, Young & Rubicam, N. Y., to Sherman & Marquette, N. Y., as account executive.

Clayton Judy Jr., copy chief, Northwest Advertising Inc., Portland, Ore., promoted to account executive.

McCrae J. Cooper, formerly director of Canadian Adv. Agency Ltd., Montreal, named representative at Montreal for John McKenney Bingham Ltd., Toronto advertising agency.

Dana C. Lovejoy Jr., sales statistic analyst, Baroid Sales division of National Lead Co., L. A., to Darwin H. Clark Co., same city.

Elizabeth H. Robertson appointed to public relations staff of Lewis & Gilman Inc., Phila. Miss Robertson was formerly associated with Adelphia Assoc., publicity firm in that city.

John L. Carr, *Baltimore Sun,* to Kudner Agency, N. Y., on public relations staff.

Dave Russell, staff producer-director and continuity-traffic chief for KVTV (TV) Sioux City, Iowa, to creative radio and tv staff of W. D. Lyon Co., Cedar Rapids, Iowa, advertising agency.

J. Stevens Stock, director of media and research for McCann-Erickson Inc., Chicago, to staff of Alfred Politz Research Inc., N. Y.

Robert T. Butler, formerly with James Lees & Sons, to N. W. Ayer & Son, Phila., plans mer-

IMPRESSED with WBAP-AM-FM-TV Fort Worth's integration of radio and tv operations was A.N. Finlay (l), assistant general manager of the Australian Broadcasting Commission, shown with George Cranston, manager of the WBAP stations. Mr. Finlay is observing U. S. radio and tv on a 2½-month traveling fellowship.

In Cincinnati It's

WKRC-TV

★ **POWER**

★ **CBS** Affiliate

★ **HIGH RATINGS**

WKRC-TV
Channel 12
CINCINNATI, OHIO

ASK ABOUT THE CDC —TRI-STATE NETWORK

Kenneth W. Church
National Sales Manager
Radio Cincinnati, Inc.

Owners & Operators
WTVN Columbus, Ohio

CBS TELEVISION NETWORK • REPRESENTED BY THE KATZ AGENCY

chandising dept., **Duane A. Gordon** to join art dept.

George Wichterman to media staff of John Falkner, Arndt & Co., Phila. He was formerly with Neal D. Ivey Agency, same city.

Richard J. Thain, vice president of Vaughan, Thain & Spencer Inc., Chicago advertising agency, named to teach course in tv advertising practice and theory at De Paul U., same city.

Stations

Kenneth Yeend, formerly program director of KIRO Seattle, named manager of KGA Spokane. **Irvin N. Prell,** previously commercial manager of KYAK Yakima, appointed sales manager of KGA.

Mr. Swanson

William D. Swanson, account executive at KTUL Tulsa, Okla., named sales manager of Tulsa Bcstg. Co., operator of KTUL and KFPW Fort Smith, Ark., succeeding **L. A. (Bud) Blust Jr.,** recently appointed vice president-general manager of Tulsa Bcstg. Co. [B•T, Aug. 24].

Hugh R. Murchison, president, KPOL Los Angeles, adds duties as general manager, with **Fred Custer,** station auditor and office manager, named station manager. **Edwin England,** United Tv Programs Inc., N. Y., **Bill Phynes,** KBLA Burbank, and **Tom Heady,** publicity department, Ambassador Hotel, L. A., to KPOL as account executives.

Warren Durham, recently with KTAC Tacoma and previously associated with KRSC Seattle and KXLY Spokane, appointed assistant manager of KJR Seattle.

Mr. Durham

Allan Thomas named sales manager, KUTA Salt Lake City, succeeding **S. J. Schile,** recently promoted to sales director.

Walter H. Stamper Jr. promoted to local sales manager of WAPO-AM-FM Chattanooga, Tenn.

Charles M. Marshall, sales staff, WSOC Charlotte, N. C., promoted to vice president in charge of sales promotion and public relations.

Paul C. Louther, vice president of Veterans Bcstg. Co., operator of WVET-AM-TV Rochester, N. Y., appointed program director of WVET-TV, in addition to continuing duties as program director of WVET-AM.

William J. (Bill) Adams, writer-producer, named program director of WHEC-TV Rochester.

Chauncey C. Brown, formerly with KRLD-TV Dallas, named production manager at KNUZ-TV Houston, Tex. **Danny Kirk** named director and **James Whisenant** to news department of station as staff photographer.

Richard E. Goebel, The Caples Co., Phoenix, Ariz., appointed director of television for KOY-TV Phoenix.

Jack Wilson, program director, Jay **Russell,** director of news and special events, and **Gig Pogan,** producer-director for WTVU (TV) Scranton, Pa., have resigned their positions. They have not announced future plans.

Deane Long, program director, KVOE Santa Ana, Calif., adds duties as public service director.

John Eichhorn, sales manager for KING Seattle, named station manager. **Roger Rice,** U. S. Marine Corps, will take over Mr. Eichhorn's former post upon his discharge Oct. 1.

Mr. Eichhorn

Ed Murphree, chief engineer, KPAT Pampa, Tex., adds duties of general manager. **Al Goodnight,** announcer, promoted to program director and sports director and **John Babcock,** announcer, assumes duties of commercial manager and news director. **Jeannine Lindsay** to station as business manager.

Hal Davis, managerial consultant, KVOE Santa Ana, Calif., adds same duties at KCAL Redlands, new 1 kw daytime independent scheduled to start operations shortly.

Don J. Badger, assistant promotion manager at KMTV (TV) Omaha, named tv promotion director for WMT-TV Cedar Rapids, Iowa.

R. W. McGall, manager of CJBC Toronto, named director of radio programs for CJBC and CBL Toronto.

John Clay, studio engineering supervisor for WSAZ-TV Huntington, W. Va., promoted to chief engineer.

Mr. Clay

Harry B. Light Jr., formerly with WARD Johnstown, Pa., and **Thomas E. McCarty,** formerly with J. Cunningham Cox, advertising agency, Phila., named sales representatives for WPEN Philadelphia.

Herb Homes, floor manager and associate director at WPIX (TV) New York, promoted to post of director at station.

Wynn Kal, account executive for *Washington Times Herald* and son of **Norman C. Kal,** executive vice president of WAAM (TV) Baltimore, to that station as account executive.

Frank Coffin, national advertising manager of KGW Portland, Ore., to KOIN-TV that city as account executive.

Robert Head, operations chief of WLWD (TV) Dayton, Ohio, named program manager, re-

. . . BUT WBNS HAS DOUBLE THE LISTENERS OF ANY OTHER STATION . . .

Here's the absolute proof that WBNS is Central Ohio's most listened-to station. Five local stations broadcast Ohio State football games. All have the same game coverage . . . all are heard the same time. Yet WBNS held twice as many listeners as any other station . . . week after week!

Yes . . . WBNS *is* Central Ohio's most listened-to station. The 20 top-rated programs (Pulse) in this rich Central Ohio market area are heard on WBNS. CBS programming plus popular local talent gives WBNS an edge in listener appeal . . . BUT when they listen most to WBNS when *all* local stations have the same program, you *know* listening has become a habit . . . an instinctive preference sponsors can cash in on by using WBNS all the time.

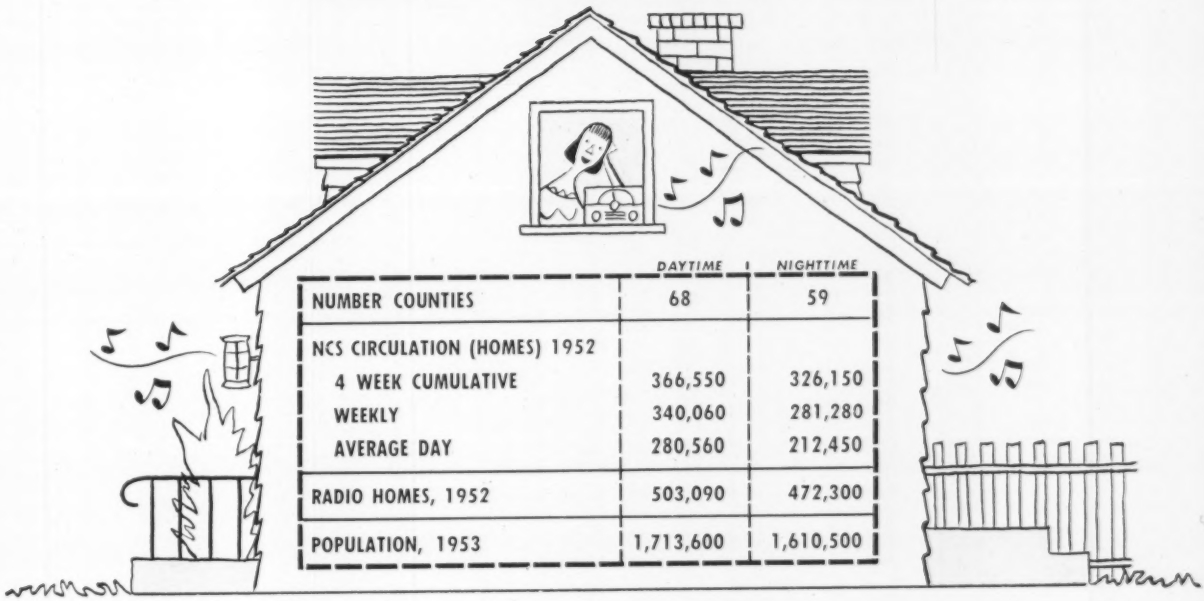
CBS for CENTRAL OHIO

WBNS radio

ASK JOHN BLAIR

COLUMBUS, OHIO

NO OTHER RADIO STATION REACHES AS MANY OKLAHOMA HOMES AS WKY!



	DAYTIME	NIGHTTIME
NUMBER COUNTIES	68	59
NCS CIRCULATION (HOMES) 1952		
4 WEEK CUMULATIVE	366,550	326,150
WEEKLY	340,060	281,280
AVERAGE DAY	280,560	212,450
RADIO HOMES, 1952	503,090	472,300
POPULATION, 1953	1,713,600	1,610,500

(Based on 1952 Nielsen Report and 1953 Sales Management figures for 58 Oklahoma Counties and 10 Kansas Counties)

NO OTHER RADIO STATION REACHES AS MUCH OKLAHOMA BUYING POWER AS . . .

WKY

Radio Oklahoma City, Okla.

930 KC 5000 W NBC

Owned and operated by The Oklahoma Publishing Company: The Daily Oklahoman — Oklahoma City Times — The Farmer-Stockman — WKY-TV . . . Represented by KATZ AGENCY

GET THE

PLUS

AUDIENCE

IN YOUNGSTOWN

That's getting the lowest cost per thousand plus the BIG WBBW bonus audience. C. E. Hooper shows WBBW's share of audience increased and delivering MORE for all periods.

A. C. Nielsen reports 97% of all radio homes in Mahoning County tune in WBBW.

Of three network stations in the Youngstown Market, WBBW is FIRST! Dollar for dollar, it gives the advertiser, the best advertising buy in Youngstown —Ohio's third largest Market. Compare the rate —Compare the weight.

WBBW

ABC IN YOUNGSTOWN, O.

97% of all radio homes in Mahoning County

REPRESENTED BY FORJOE

placing **Neal Van Ells** who shifted to WLWT (TV) Cincinnati as program manager.

Al Beck, announcer, named account executive for WOWO Fort Wayne, Ind.

Howard J. Haman, KDB Santa Barbara, Calif., station manager, to KFWB Hollywood as account executive.

Bob Mott, instructor of radio at U. of Denver, to KGHF Pueblo, Colo., as news director.

Bob Fell, instructor of speech and radio at Kansas State College, named local news editor at KCOW Alliance, Neb., replacing **Frank Whitley** who has resigned to take graduate work at U. of Iowa.

William Reed named copy chief of WTVJ (TV) Miami replacing **June Dunne Drake** who joints copy staff of WBKB (TV) Chicago.

Johnny O'Hara, U. S. Navy, to WTVH-TV Peoria, Ill., as sports director.

Jim Terrell, former station manager of KPAT Pampa, Tex., to KCBD-TV Lubbock, Tex., as announcer.

Marion (Mac) MacFarlin, announcer at WTPR Paris, Tenn., to KWK St. Louis as staff announcer.

Dick Doty, former commentor with NBC and WOR-TV New York, to WHAM-AM-TV Rochester, N. Y.

Mel Mains, U. S. Army and formerly farm service director for KMA Shenandoah, Iowa, to staff of KCTY (TV) Kansas City.

Don Costello, operator of CHUM Toronto, to CFRB Toronto.

Floyd Ryel, announcer-newscaster-disc jockey at WSRS Cleveland Heights, Ohio, has resigned.

Harry Clark to WBMS Boston as sportscaster.

Danny Sheelds, disc jockey at WCAV Norfolk, Va., to WCAN Milwaukee in similar capacity.

Cy Kassel to WCCM Lawrence, Mass., as disc jockey.

Walter H. Annenberg, owner of station WFIL-AM-TV Philadelphia and publisher of *Philadelphia Inquirer* has been chosen to receive 1953 Commerce and Industry Award presented by Chamber of Commerce of Greater Philadelphia. **Roger W. Clipp,** general manager of WFIL-AM-TV, received citation on behalf of station from Chamber of Commerce of Greater Philadelphia for station's newsreel operation.

Bud Guest, WJR Detroit, elected to board of trustees of Starr Commonwealth for Boys (home for boys).

Sprague Vonier, producer-director at WTMJ-TV Milwaukee, appointed instructor for new graduate course in tv techniques at Wisconsin State College, that city.

Walter L. Dennis, commercial manager of WILS-AM-TV Lansing, Mich., to speak at annual Ohio State U. Advertising Conference Oct. 2.

Clair Giles, business manager of WNAX Yankton, S. D., and KVTV (TV) Sioux City, Iowa, elected to serve on Yankton School Board.

Sam Balter, sports director, KLAC-AM-TV Hollywood, elected president of Southern California Sportswriters Assn.

Youle Gets Patent

CLINT YOULE, WNBQ (TV) Chicago's "weather man," has been granted a patent for a trademark using the sun and his signature on his own local program. The patent was granted about two weeks ago by the U. S. Patent Bureau. Mr. Youle applied about a year and a half ago, having designed a new line of weather instruments and sold them under the corporate name, Clint Youle Enterprises. He sold about 1,000 rain gauges and 10,000 thermometers. Not quite satisfied, Mr. Youle has designed a new thermometer which he hopes to have manufactured and introduced around Oct. 1.

Fred Henry, program director, KLAC-TV Hollywood, father of girl, Sept. 18.

Jack Nedell, senior account executive at WGBI-TV Scranton, Pa., father of girl.

Lee Elton, transmitter engineer, KBIG Avalon, father of girl, Lynn Marie, Sept. 14.

Art Laboe, disc jockey, KGFJ Hollywood, father of boy, Arther John, Sept. 12. **Don Ross,** KGFJ announcer, father of girl, Kimberley Jane, Sept. 8.

John L. Butterworth Jr., WFIL-AM-TV Philadelphia engineering department, and Anna May Palovcak were married Sept. 19. **Walt Beaulieu,** assistant supervisor in WFIL-TV engineering department, and Jeanne Catlett will be married Oct. 17.

Louis G. Jacobs, recently returned to WTVJ (TV) Miami promotion staff after U. S. Army service, and Margaret Gaby will be married Oct. 3.

Palmer Payne, newsman for WKNE Keene, N. H., and Connie Mitchell were married recently.

Mrs. Edna W. Gordon, 29, wife of **Sherwood R. Gordon,** owner of WSAI Cincinnati, died Sept. 11. Death was attributed to polio.

Networks

Loy R. Lee, formerly NBC merchandising district supervisor in southeast, appointed assistant manager of NBC merchandising department, N. Y. **Rolland C. Bourbeau** appointed district supervisor in southeast to succeed Mr. Lee. Before joining NBC, Mr. Bourbeau was merchandising director of WBAL Baltimore, NBC affiliated station.

Arthur B. Donegan appointed to newly-created post of manager of publicity-promotion for ABC's WABC New York and **Ernest E. Stern** named acting publicity manager of ABC, succeeding Mr. Donegan.

Merritt W. (Pete) Barnum named producer of *Excursion* on NBC-Tv [CLOSED CIRCUIT, Sept. 14] for tv-radio workshop of Ford Foundation. He replaces **Jerry Stagg.** Mr. Barnum was with NBC as executive producer and manager of new program development.

Harry J. Boyle, program director of CBC Trans-Canada network, named director of programs, am and tv, for Ontario, at Toronto. H.

133 ANNOUNCEMENTS* ON KEX DID THIS!

OVER 31,000 KIDS

Over 31,000 kids swarmed Portland's Jantzen Beach Amusement Park for the annual KEX "Kiddie Fun-Day" in July (this year sponsored by Armour & Co.). Portland grocery stores reported a near-stampede with youngsters calling for KEX-Armour "Fun-Money", as advertised on KEX.

In addition to "Fun-Money" rides, the kids thrilled to the big KEX "Uncle Bob" show, pictured above.

Another outstanding KEX success story.

*KEX saturation campaign supported by ARMOUR & CO. in-store displays.

For details on KEX action-producing campaigns, see FREE & PETERS

KEX Oregon's *Only* 50,000 Watt Station

ABC AFFILIATE IN **PORTLAND**

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV • WPTZ

National Representatives, Free and Peters, except for TV;
for the television stations NBC Spot Sales

Z. Palmer, assistant program director of CBC Trans-Canada network, appointed supervisor of program presentations at Toronto. **W. K. Moyer,** assistant to general supervisor of programs at CBC Toronto, to administrative assistant to CBC Ontario director, **Ira Dilworth.**

Joan MacDonald, productions casting director for Neptune Productions, N. Y., to ABC-tv's program department as editorial assistant to reviews, screen and present program ideas and story material.

Eloise Kummer and **Barney Hughes** have joined cast of NBC-Tv Chicago's *The Bennett,* daytime serial.

Phil Harris, co-star of NBC Radio *Phil Harris-Alice Faye Show,* adds duties of producer for series.

Jo Stafford, radio and recording singer, CBS, signed non-cancellable four-year contract with CBS-Tv for announced $250,000 annual personal salary.

Gerald Green, managing editor of NBC-Tv's early morning news program, *Today,* is author of historical novel about Peru, *The Sword and the Sun,* which will be published today (Monday) by Scribner's.

Lucille Ball and **Desi Arnaz,** co-stars of CBS-Tv *I Love Lucy,* named chairmen of Radio-Television-Recording-Advertising Charities Inc. 1954 fund raising campaign, which starts Oct. 1.

Harry Koplan, producer-m.c., CPRN *Meet the Missus Varieties,* awarded national certificate of merit from Los Angeles County branch of American Cancer Society for series of broadcasts. This is first time Cancer Society has recognized regional program or personality.

H. Blake Chatfield, supervisor of broadcast promotion, NBC Western Division, father of son, Kimball Bradley, Sept. 17. Mother is former **Roccina Moschetti** of ABC Hollywood publicity department.

Richard McGeary, account executive, KHJ-Don Lee Hollywood, father of girl, Megan Ann, Sept. 11.

Dean Martin, NBC star, father of boy, Sept. 20.

William E. Wallace, 38, audio engineer for CBS-Tv, died Sept. 19.

Manufacturers

Willi L. Dunn, vice president in charge of sales engineering, television-radio division of Raytheon Mfg. Co., elected president of Magnecord Inc. He succeeds **Glenn D. Roberts,** who remains as company director and consultant.

Raymond S. Perry elected president of Federal Telephone & Radio Co., Clifton, N. J., succeeding **Henry C. Roemer.** Latter returns to parent International Telephone & Telegraph Corp. as vice president for administration.

Edward W. Stone, manager of electronics sales for southern district, Graybar Electric Co.'s Atlanta office, appointed sales engineering district manager of Standard Electronics Corp., subsidiary of Claude Neon Inc.

Dick O. Klein, general manager of David Kaufmann Sons Inc., Washington tv distributing firm, appointed vice president and general manager of Raytheon Distributor Inc., Chicago distributing subsidiary of Raytheon Mfg. Co.

Ned J. Marandino, superintendent of television set production, Sylvania Electric Products Inc., appointed manager of new tv set plant in Batavia, N. Y.

C. Arthur Foy, president, Magnetic Recording Co., Evanston and Indianapolis, to Ampex Corp. (Redwood City, Calif., magnetic recording equipment manufacturers) Chicago sales engineering staff. **Melvin C. Sprinkle,** chief engineer, Shrader Manufacturing Co., Washington, D. C., to Ampex Corp. Washington district office as audio sales manager.

Ernie Kohler appointed sales representative for products of Raypar Inc., Chicago, headquartering in Cleveland.

Representatives

James M. McCann, manager of Boston office of the Bolling Co., radio-tv station representatives, and **Arthur J. Miller Jr.,** supervisor of company's research department, appointed account executives in New York office of Bolling. **Richard O. Koenig,** of advertising department of the *New York Daily News,* appointed manager of Boston office, succeeding Mr. McCann.

Charles F. Dwyer, spot sales, sales service and guest relations staffs of ABC, to television sales staff of Chicago office of The Katz Agency Inc., station representative.

Services

John Robert (Bob) Lanigan, 44, television columnist of *Brooklyn Daily Eagle,* died Sept. 18.

Government

Edward O. Ansell, formerly acting administrative assistant to Chief, Field Engineering and Monitoring Bureau, FCC, transfers to Applications Branch, Television Facilities Division, Broadcast Bureau, as electronic engineer.

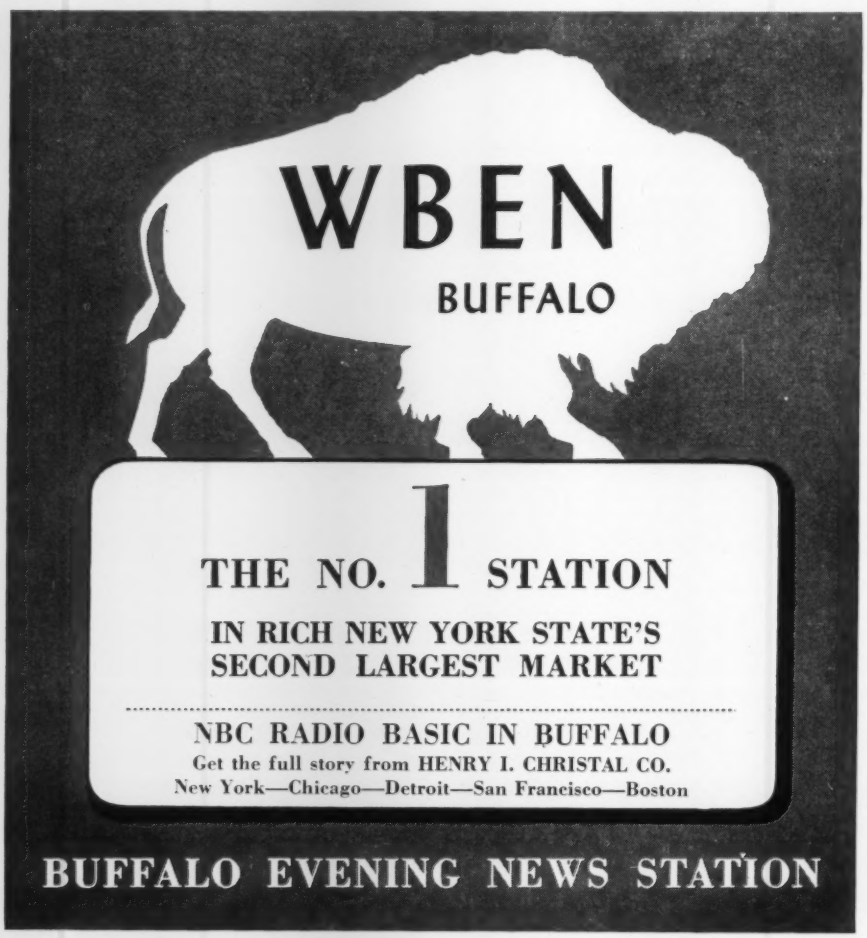
Curtis B. Plummer, FCC Broadcast Bureau Chief, father of girl, Andrea Lynn, Sept. 7.

Prince Tours RCA

CROWN PRINCE Akihito of Japan, who visited NBC's New York studios on Sept. 18, was greeted by Brig. Gen. David Sarnoff, RCA-NBC board chairman. The prince watched a telecast of the Eddie Fisher program and toured studio facilities.

On Sept. 16, the prince visited the David Sarnoff Research Center of RCA to witness some of the latest research projects in television, transistors, acoustics and electron microscopy.

The prince, who was accompanied by a group of Japanese officials, was greeted by RCA President Frank M. Folsom. Other RCA officers who toured the laboratories with the party were Dr. C. B. Jolliffe, vice president and technical director of RCA; Dr. E. W. Engstrom, vice president in charge of RCA Labs Division; Meade Brunet, vice president and managing director of RCA International Division; T. H. Mitchell, president, RCA Communications Inc., and C. N. Hoyler, RCA Labs Division staff member.



LET'S NOT PLAY PEEK-A-BOO WITH FACTS!

The ostrich plays peek-a-boo on the theory that what it doesn't see, can't hurt.

Advertisers buying the Philadelphia market are being invited to make like an ostrich. The invitation, via full page ads, is by a local network station using only the four network stations figures of a recent survey* to show "preference" by local and national advertisers.

The peek-a-boo fact in this story is WPEN. The peek-a-boo figures are of WPEN leadership.

Here is the proof — with WPEN, Philadelphia's leading *Independent* Station, leading *all* network stations in this market.

NOTE

This ad is just to set the record straight. More important is the *RESULT* history that brings more advertisers to WPEN. Just ask us for details.

WPEN HAS MORE

MORE ADVERTISERS BUY WPEN

60.0% more than network station A
81.0% more than network station B
81.0% more than network station C
34.0% more than network station D

MORE NATIONAL ADVERTISERS BUY WPEN

48.0% more than network station A
53.0% more than network station B
82.0% more than network station C
53.0% more than network station D

MORE LOCAL ADVERTISERS BUY WPEN

73.0% more than network station A
119.0% more than network station B
79.0% more than network station C
17.0% more than network station D

MORE ADVERTISERS BUY WPEN EXCLUSIVELY

139.0% more than network station A
216.0% more than network station B
238.0% more than network station C
100.0% more than network station D

MORE NATIONAL ADVERTISERS BUY WPEN EXCLUSIVELY

243.0% more than network station A
300.0% more than network station B
586.0% more than network station C
269.0% more than network station D

MORE LOCAL ADVERTISERS BUY WPEN EXCLUSIVELY

85.0% more than network station A
163.0% more than network station B
127.0% more than network station C
39.0% more than network station D

Source: Broadcast Advertisers' Report—Philadelphia Week of July 5, 1953, 6 A.M.-12 Midnight—Sunday Through Saturday

We Insist . . . Preference is for WPEN

The Listener's and Advertiser's choice in Philadelphia

950 KC

Represented nationally by Gill-Perna, Inc. • New York — Chicago — San Francisco — Los Angeles

XUM

RADIO STATION
WSAZ
HUNTINGTON, WEST VIRGINIA
SERVING 3 STATES

NOW AVAILABLE
. . . but going fast
"MUSICAL SCOREBOARD"
Immediately following
WEST VIRGINIA UNIVERSITY
and
MARSHALL COLLEGE
FOOTBALL GAMES
Starting Approximately
4:45 P.M.
EVERY SATURDAY

★

- 10 FOOTBALL GAMES
- LATEST LOCAL, REGIONAL AND NATIONAL FOOTBALL SCORES
- 45 MINUTES OF CONTINUOUS MUSIC

★

ALL THIS . . . AVAILABLE for MINUTE PARTICIPATION

5,000 WATTS DAY
1,000 WATTS NIGHT
930 KC

WSAZ

TELEVISION AFFILIATE
WSAZ-TV
Represented by THE KATZ AGENCY

— PERSONNEL RELATIONS —

IATSE Names Cooper Interim Representative

CARL COOPER, IATSE international vice-president on the West Coast, will temporarily operate the union's Hollywood office until a replacement is made for Roy M. Brewer, international representative, who recently resigned in a disagreement over policy with international president Richard Walsh. Mr. Cooper also is heading current IATSE negotiations for a new basic agreement with the major motion picture studios.

Mr. Brewer reportedly will join Allied Artists Productions in an executive capacity.

CBS-TV, IATSE Agree

WAGE increases of as much as 47% in some categories are included in the new CBS-TV Hollywood collective bargaining contract signed with IATSE Scenic Artists Local 816. It covers all scenic artists and title men.

Retroactive to last July 1 and running through Dec. 1, 1954, the agreement gives head scenic artists an increase from $132 to $200 for a 40-hour week. Lead men, a new classification, receive $190 per week and journeymen $177.20 weekly as compared to the former $132. Title men now receive $132.50 weekly, an increase of $22.

Besides establishing an eight-hour minimum work call, the contract provides for overtime pay, and gives several other improved working conditions.

NABET, ABC Reach Terms

FOUR-YEAR escalator contract, affecting 11 promotion-publicists and retroactive to May 1, 1953, has been negotiated by National Assn. of Broadcast Employes & Technicians with ABC Western Division. Under the new set-up, monthly wages will be raised from $420 to $610 over the four-year period. The old contract gave the publicists an average monthly salary of $375.

NABET has just started negotiations with ABC Western Division on a contract for wage increases and improved working conditions for 10 building maintenance employes, two carpenters, two electricians, two painters and one gardener.

NABET, IATSE Controversy

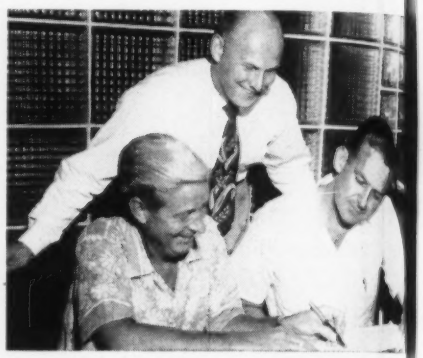
PROSPECT of a full-scale jurisdictional union dispute between the CIO's NABET and AFL's IATSE at WBKB (TV) Chicago and perhaps other tv stations was held out fortnight ago in the wake of controversy over remote operations.

Evidence of an all-out fight was seen as WBKB averted a last-minute strike which jeopardized a telecast of the opening of the new St. Peter's Roman Catholic Church in downtown Chicago. NABET—National Assn. of Broadcast Employes & Technicians—threatened the strike in a continued bid for complete control over lighting and other remote operations which it claims is in its contracts with stations. IATSE has been handling these details.

Similar jurisdictional disputes have arisen in other parts of the country between NABET and IATSE—International Alliance of Theatrical and Stage Employes.

TV NEWSREEL

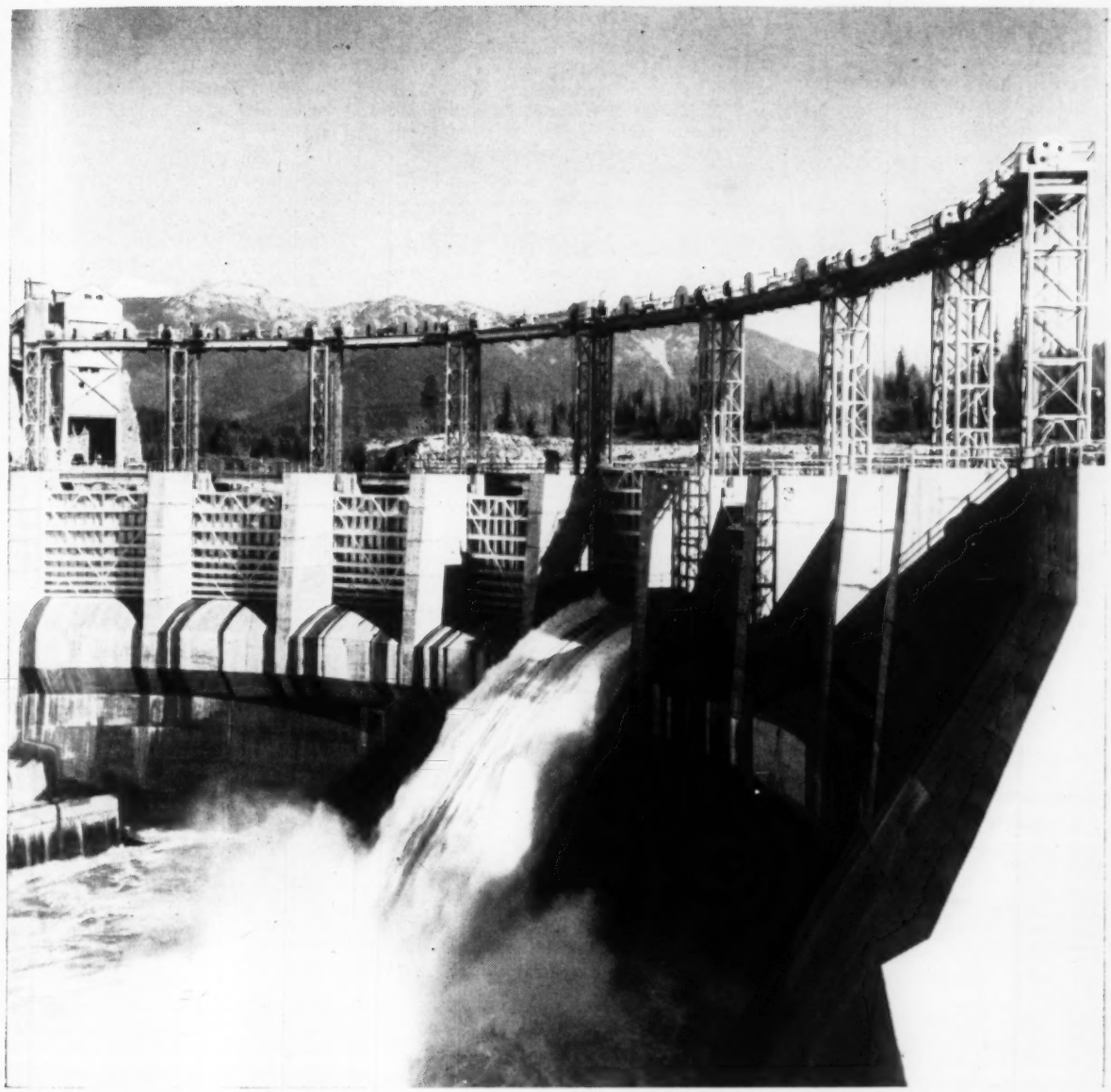
ARRANGEMENTS for sponsorship of Sunday, 7-7:15 p.m., Jerry Kobrin news show on WEEU-TV Reading, Pa., are completed by (l to r) Ewart M. Blain, WEEU-TV dir. of tv sales; W. Fred Keller, adv. mgr., Bowers Batteries; Thomas E. Martin, exec. vice pres. and gen. mgr., Hawley Broadcasting Co., and Jerry Kobrin, *Reading Egle.*



PLANS for a 5 kw vhf DuMont transmitter by share-time grantees for ch. 10 in Phoenix are made by Tom Chauncey (l), managing dir., Maricopa Broadcasters Inc. (KOOL), and Albert D. Johnson (r), vice pres., KOY Broadcasting Co. Gary Gramman, sales representative, Tv Transmitter Div., Allen B. DuMont Labs, looks on.

DAVE FROH'S daily *Sportscast* on WILS-TV Lansing, Mich., is taken by State Beverage Co. (Drewry's beer and ale). Seated are (l to r) Mr. Froh, WILS-TV sports dir., and Sam DeRose, State Beverage pres. Standing are Walt Dennis (l), coml. mgr., and Monte Meyer, acct. exec., both WILS-TV.

PURCHASE of WGBI-TV Scranton series, *Industry on Parade*, by International Correspondence Schools, is made final by (seated, l to r) George D. Coleman, station gen. mgr.; Lawrence W. Tice, pres. and board chmn., ICS; Joseph H. Biro, ICS sales mgr.; (standing) H. C. Daych, dir. of adv. and sales, ICS; Jack Nedell, WGBI-TV acct. exec., J. C. Villaume, dean of faculty, ICS.



Here's one that hasn't cost you a cent in taxes! If this power dam were built by the federal government, the millions of dollars of construction cost would come from money you pay in taxes or be added to the national debt. But this is *not* a government dam. It was built without *one* cent of tax money. In fact, it will *pay* taxes—its full share—to local, state and federal governments. It's the Cabinet Gorge Dam located deep in the mountains of northern Idaho and completed recently by the Washington Water Power Company—one of more than 250 major power projects currently being built by business-managed electric companies.

When tax-paying, business-managed electric companies can build, finance and operate giant power projects, isn't it extravagant for the federal government to spend your tax money to build them?

*This important question for U. S. taxpayers is raised by America's Electric Light and Power Companies**

"YOU ARE THERE"—CBS television—witness history's great events

**Names on request from this magazine*

FAE TABULATES RADIO-TV FUNDS

Where and how much the Fund for Adult Education granted for radio and television projects is told in the FAE's new brochure.

THE FUND for Adult Education made grants of nearly $3 million for radio-tv projects and spent more than $2 million on them in the period Jan. 1, 1952 to June 30, 1953, according to a brochure, "The Challenge of Lifetime Learning," released by the fund last fortnight.

More than $100,000 of the Fund's money went to the National Assn. of Educational Broadcasters during the 18 months covered by the report: $80,000 for the "production of educational radio programs in the areas of political and international affairs," which resulted in four series — *Jeffersonian Heritage, Ways of Mankind, People Under Communism, Voices of Europe*—which drew lavish praise from radio critics; $10,000 for a seminar on educational tv and $15,500 for monitoring studies of tv programs.

$788,210 for Projects

Various projects of the American Council on Education received $788,210 in FAE support: $355,000 for the National Citizens Committee for Educational Television formed to stimulate activity among local groups in communities with educational channel allocations; $39,836 for conferences on educational television; $326,400 for the Joint Committee on Educational Television, which organized support for educational television and guided its case through "the mazes of legal hearings"; $25,000 for a committee to develop in teaching faculties interest and skill in educational tv; $33,768 for Television Programs Institute, and $8,206 for preliminary assessment of local resources and needs for educational tv purposes.

WOI-TV Gets $180,000

The fund underwrote experimental programming at WOI-TV, Iowa State College station at Ames, to the tune of $180,000, one of the resulting products being a tv series *The Whole Town's Talking*, which won the Sylvania award for 1952 as the year's best local television program of public service.

The Lowell Institute received from the fund $350,000 for educational radio-tv programming and $80,000 for support of WGBH Boston, educational fm station. Pacifica Foundation got $73,000 for its experiment in subscription radio broadcasting at KPFA (FM) Berkeley, Calif.

Payments of $400,000 out of a grant of $1,350,000 were made to the Educational Television and Radio Center, established as a programming development and exchange center for educational radio and tv programs on tape and film.

In addition, the report states, "The Fund offered to assist in the construction of educational television stations by granting funds to selected metropolitan and university centers throughout the country where channels had been reserved, provided the community could raise enough money to match those funds on a two-to-one basis. Twenty-one have so far declared their intent of meeting the Fund's offer." The financial statement shows $3,038 expended for "assistance to educational tv station construction."

Income of the Fund for the 18-month period is reported as grants from the Ford Foundation totaling $13,600,000.

Gift to Schools

COLLECTION of more than 2,000 concert selections has been presented to Hartford Public Schools by WTIC there. Major part of scores is a 40-year collection of Nathaniel Shilkret, noted American composer and conductor; the remainder came from WTIC's own library.

Sarnoff Fellowship Awarded

SELECTION of Harold S. Rothman of New York as recipient of the David Sarnoff fellowship at New York U. College of Engineering for 1953-54 was announced Friday by Dr. Thorndike Seville, dean of the college.

The fellowship, which was established in 1952 by RCA in honor of its board chairman, provides an annual grant of $2,700 for predoctoral study. The award is part of a program to assist in the education of scientific personnel for leadership in the electronics industry.

Seldes to Lecture at NSSR

GILBERT SELDES, playwright and critic and former director of tv programs at CBS, will hold the opening two courses on tv at the New School for Social Research in New York. Both courses will meet on Friday, the first, 6:20-8 p.m. on "Television: Its Nature, Programs and Uses," and the second, 8:30-10:10 p.m. on "Television Writing Workshop." The first course is designed for broadcasting executives as well as for writers, directors, artists and critics; the second for writers, critics, program "evaluators and serious beginners" in tv writing.

College Course on KFMB-TV

COURSE on "Child Growth and Development," being presented Fridays for 10 weeks over KFMB-TV San Diego, is the first time college credit has been offered by San Diego State College through television. The San Diego City Schools present *Tv Classroom* and *Your Schools Today* twice weekly, with high school credit offered on "Everyday Grammar" and "Everyday Law."

Schools Buy Recorders

RCA VICTOR Division said last week a survey indicates U. S. schools will buy more than 50,000 magnetic tape recorders this year at a cost of more than $10 million to streamline teaching lessons and make regular courses more effective.

10 DAY SATURATION SCHEDULE

Sells 70 Automobiles

BETTENDORF AND DAVENPORT IN IOWA

ROCK ISLAND MOLINE AND EAST MOLINE IN ILLINOIS

In August 1953, Dahl Motors, Ford agency in Davenport, received an extra shipment of new cars.

To sell these automobiles, Dahl planned ten day new car promotion sparked by 35 announcements on WOC radio. No other advertising was used except one classified ad in local paper.

Net results—41 NEW CARS SOLD . . . 29 USED CARS SOLD. This approximates $135,000 in sales at an advertising investment of less than ½-of-1 per cent.

Outstanding sales successes like the above is the one big big reason why BUSINESS IS BETTER THAN EVER AT WOC. Get further facts from your nearest F & P office.

WOC
THE QUINT-CITIES AM - FM ALSO TV

FREE & PETERS, INC.
Exclusive National Representatives
Davenport, Iowa
Basic NBC Affiliate
5000 W. — 1420 KC
Col. B. J. Palmer, President
Ernest C. Sanders, Manager

They're from Milwaukee

(AND ALL OVER THE COUNTRY, TOO)

. . . and NOW they know

YOU'RE SEEN BEST ON WCAN-TV!

AMERICAN DAIRY ASSOC.
AMERICAN TOBACCO CO.
ALCOA
BROWN & WILLIAM
BLOCK DRUG CO.
CAMPBELL SOUP
CARNATION & GOODRICH
COMMERCIAL SOLVENTS
CARTERS
CHRYSLER
CHESTERFIELD
ECAP
GENERAL CIGAR
GENERAL ELECTRIC
GENERAL FOODS
GENERAL MILLS
LEVER BROS.
LIGGETT & MEYERS
P. LORILLARD
PHILLIP MORRIS
NESTLE SHAEFFER PEN & SCHICK
OLDSMOBILE
PABST BREWING CO.
PACIFIC COAST BORAX
PHARMACEUTICALS, INC.
PRUDENTIAL
PALL MALL
R. J. REYNOLDS
SCHICK
SEEMAN BROS.
SYLVANIA
TONI PRODUCTS
WESTINGHOUSE

LOCAL ADVERTISERS

A & F ELECTRO MART
AMERICAN STATE BANK
A. A. TELEVISION & APPLIANCE
ALLIANCE TENNA ROTOR
BELMONT HOTEL
CHICO'S BAR-B-Q
CHICKEN DELIGHT OF MILW.
COLONIAL CLOTHIERS, INC.
CADET CLEANERS, INC.
CAPITOL LUMBER CO.
CARPENTER BAKING CO.
CITY BANK & TRUST CO.
HENRY COLDER CO.
DROEGKAMP
FAZIO'S RESTAURANT
FIRST FEDERAL SAVINGS & LOAN
FORRER SPECIALTY CO.
GROSSMAN FURS
THE GENERAL TIRE STORE
H. T. GROSSMAN CO.
GUNDERSON MOTOR CO.
BLATZ BREWING COMPANY
KITCHEN KING
MILLER BREWING CO.
HEILMAN BREWERY
HOME SAVINGS BANK
THE HEIL COMPANY
INTERSTATE BAKERIES
JAEGER MOTOR CAR CO.
KUPPER JEWELER
LAPPIN ELECTRIC
L & H
LAKESIDE OLDSMOBILE
LITTMAN FUR FACTORY
MARSHALL & ILSLEY BANK
L. J. MUELLER FURNACE CO.
MAYER-HUGHES CO.
NESCAFE
NORTHWESTERN-HANNA FUEL CO.
PLOT-O PRODUCTS
PFLUGRADT COMPANY
RIPPON COOKIES
J. E. RAUH CIGAR CO.
RADIO SPECIALTY CO.
RIVAL DOG FOOD
SLIP COVER STUDIO
SCHROEDER HOTEL
THE SAXONY, INC.
SILVERSTONES
STRACHOTA'S MIL-SHORE BOWL, INC.
SWAN CENTER PRODUCTS CO.
TRAD RUG CO.
TELEVISION PARTS, INC.
THORE CO.
TENNIS CO., D. J.
UPTOWN DRY CLEANERS
WIL-KIL
WEBER BREWING CO.
V. E. WANDRUS & CO.

Yes, local and national advertisers have already discovered that WCAN-TV, Milwaukee's *newest* television station, is delivering an ever-growing audience in America's 13th largest market. Programming built around a basic affiliation with CBS-TV is bringing all-star entertainment to an enthusiastic public. It's no longer a guess . . . advertisers *know* now . . . you're seen *best* on WCAN-TV.

The conversion steamroller rolls along . . .
On August 6, a notarized survey showed 70,000 sets already converted to UHF Channel 25. A *late* check of distributors showed that these *additional* converters have been sold since that date:

ALLIANCE MALLORY	14,000	RCA	1,450
TURNER	1,400	MOTOROLA	7,600
RADIO RECEPTOR	1,600	SYLVANIA	2,500
SILVERLINE	3,000	CAPEHART	415
GRANCO	8,000	EMERSON	700
PHILCO	2,900	REGENCY	1,000

CHANNEL 25 MILWAUKEE

REPRESENTED NATIONALLY BY O. L. TAYLOR & CO.
ALEX ROSENMAN, NEW YORK, BUSINESS MGR.

That means 44,565 continuous tuners installed in Milwaukee since WCAN-TV went on the air. This is in addition to 70,000 sets already converted, making a total of 114,565. It shows the trend in Milwaukee and the enthusiastic acceptance of WCAN-TV.

WANT TO SELL CANADA?

One radio station covers 40% of Canada's retail sales

CFRB

TORONTO

50,000 WATTS, 1010 K.C.

CFRB covers over 1/5 the homes in Canada, covers the market area that accounts for 40% of the retail sales. That makes CFRB your No. 1 buy in Canada's No. 1 market.

REPRESENTATIVES

United States: Adam J. Young Jr., Incorporated

Canada: All-Canada Radio Facilities, Limited

BROADCAST and TV ENGINEERS

RCA . . . has several attractive openings for aggressive, sales-minded engineers with at least 5 years technical experience in the Radio and Television Broadcasting Industry.

FIELD SALES

Interesting assignments in various territories selling RCA transmitters, antennas and studio equipment to station engineers and executives. Must have ability and personality for dealing with top-level engineering and managerial personnel.

SALES & PRODUCT ADMINISTRATION

Several openings for technically qualified personnel to perform variety of duties in administering sales program of radio and TV broadcasting equipment. Act in technical liaison capacity between salesmen, customer, engineering and production. Only occasional travel.

•

Please send detailed resume of training, experience and salary desired—which will be confidentially received and acknowledged—to:

Employment Division, Dept. H02201

RADIO CORPORATION OF AMERICA

30 Rockefeller Plaza

New York 20, New York

ARGENTINE TV SURVEYED BY JWT

J. Walter Thompson and RCA co-operate on study of Argentina tv set ownership, popularity of hours and shows. Likes in order are boxing matches, football—and among women, theatrical programs. Weekends get the biggest slice of viewers.

J. WALTER THOMPSON Co., New York, with the co-operation of RCA Victor, has just completed a television research study on Argentina, which estimates set ownership, popular viewing hours and favorite tv fare.

ARGENTINA

Approximately 500 tv set owners (2/5 of them RCA Victor set owners) were interviewed. The report said 50% of them thought programming was poor, but more than 50% would recommend purchase of tv sets to their friends. Most popular programs among men respondents are boxing matches, then football games; among women, theatrical programs which originate direct from theatres.

Total private audience was estimated at better than 90,000 at peak hours. There are 20,000 home receivers and 6.13% viewers per set during the football telecasts, it was reported.

More sets are tuned in on Saturday between 9 and 9:30 p.m. (theatrical program time) than at any other time during the week, but there are fewer viewers per set. Sunday football games attract the largest audience.

As a result of the study, JWT has purchased, for Swift & Co. (canned meats and oils), starting next month, a weekly half-hour cooking program featuring Mrs. Petrona C. de Gandulfo, who is on radio three times weekly for Swift.

The potential television market in the greater Buenos Aires area alone is well over 450,000 sets, if prices can be stabilized, Manuel M. Mortola, of J. Walter Thompson's Argentina Co., estimated. JWT's Buenos Aires office employs 80 persons (85% natives).

U. S. Clients Buy Time On Private CKSO-TV

BRISK activity by U. S. advertisers in signing up time on Canada's first privately owned tv station, CKSO-TV Sudbury, Ont., has been reported by Weed Television, advertising representative for the station in the U. S. Spokesmen said the ch. 5 station was to have gone on the air with films, spot business, and Canadian Broadcasting Corp. programs Sept. 19.

CANADA

Tv manufacturers, including Admiral, General Electric, and Westinghouse, were said to have bought into CKSO-TV's test pattern operation, while Westinghouse was reported to have signed for presentation of its *Studio One* on the station and RCA Victor for the *Victory at Sea* film series.

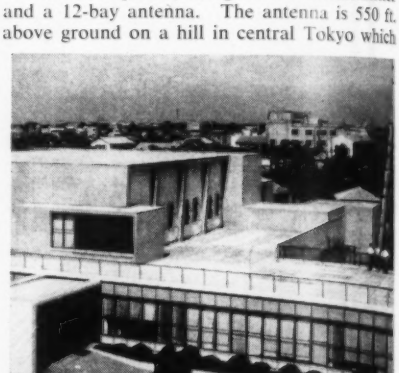
Target dates for commencement of operation by other Canadian stations represented in the U. S. by Weed Television were listed as follows: CFPL-TV London, Ont. (ch. 10), in November; CKCK-TV Regina, Sask. (ch. 2), and CFCM-TV Quebec, Que. (ch. 4), about Jan. 1.

Japan's 1st Commercial Tv—JOAX Tokyo—Now on Air

JAPAN's first commercial tv station (JOAX) opened in Tokyo last month with two-and-a-half hours of commercial time sold. It is the first stage of a $15 million telecommunications project which is expected to span the Japanese Islands with 20 tv stations plus relays—underwritten by a score of Japanese businessmen (publishers, bankers, insurance executives), under the leadership of newspaper publisher Matsutaro Shoriki, who form Nippon Television Network Corp.

JAPAN

JOAX is on 170-176 mc, with 1.15 kw effective radiated power; using a 10 kw transmitter and a 12-bay antenna. The antenna is 550 ft. above ground on a hill in central Tokyo which is 100 ft. above sea level. Tv transmissions are based on U. S. standards (525 lines, 60 frames per second, etc.).



NOTHING Oriental about this tv studio-transmitter building, completed last month for JOAX (TV) Tokyo which began operating Aug. 28. JOAX is first of 18-20 tv stations being built by privately-owned Nippon Television Network Corp.

The station was constructed by Unitel Inc., a New York consulting engineering firm, which is headed by William S. Halstead. Work on the Tokyo installation was under the direct supervision of Walter Duchinsky, Unitel vice president. Work began with an engineering survey in 1952.

Extensions to Osaka, Nagoya, Kyushu and Hokkaido of the system, which also will be used for communications through multiplexing, are planned during the next two to three years.

Canada Supreme Court May Rule on CAPAC Fees

CANADIAN copyright litigation is expected late this fall or early 1954 by the Canadian Supreme Court at Ottawa. Canadian Assn. of Broadcasters has appealed a ruling of lower courts regarding legality of the Canadian Copyright Appeal Board's award to Composers, Authors and Publishers Assn. of Canada (CAPAC) setting fees of radio stations at 1¾% of gross revenue. CAB argues the board was outside its jurisdiction in giving CAPAC the right to audit radio station books to determine gross revenue on which to levy fees. Fees were set at a new basis from 1952. If the Supreme Court rules in favor of the Canadian Copyright Appeal Board award, Canadian independent stations are liable for the difference between fees under the revenue award and fees paid to date on previous award based on the number of receivers in the area.

CANADA

CBC Schedule to Include Top U. S. Tv Network Shows

A NUMBER of leading U. S. tv network shows will be sandwiched in at choice time periods between live studio and sports telecasts planned by the Canadian Broadcasting Corp. The increase in the import of U. S. shows highlights a rounding out of tv fall programming for Canada's three tv stations.

CANADA

Automobile firms are big users of Canadian tv. Ford Motor Co. of Canada already has started *Toast of the Town* microwaved from New York via Buffalo on CBLT Toronto, CBOT Ottawa, and CBFT Montreal (Cockfield Brown & Co., Toronto, is the agency). General Motors of Canada (through MacLaren Adv., Toronto) will sponsor the *Dinah Shore Show, Milton Berle,* and *Dave Garroway Show* Friday. Other placements:

Crosley Radio & Television Ltd. (Tandy Adv. Co., Toronto) *The Hit Parade* via kinescope; Kellogg Co. of Canada (Leo Burnett Co. of Canada, Toronto), *Wild Bill Hickock* film; Cat's Paw Rubber Co. (S. A. Levyne Co., Baltimore) the *Garry Moore Show* starting Oct. 13; Shick Electric Razor (Harold F. Stanfield Ltd., Toronto) 20-minute segment of the *Jackie Gleason Show,* CBC imports, the other two segments; Canadian Westinghouse Co. (S. W. Caldwell Ltd., Toronto) *Studio One;* American Home Products (Young & Rubicam Ltd., Toronto), *Great Moments in the Prize Ring,* weekly film; Church Motors Ltd., Toronto, last hour of *Wrestling* direct from Chicago, Campbell Soup Co. (Cockfield, Brown & Co., Toronto,) *Tv Soundstage.*

Canadian sponsored studio shows: Canadian General Electric Co. (MacLaren Adv. Ltd., Toronto) *Show Time,* and Canada's Dept. of Finance, three one-hour variety shows early in October for the Savings Bond Drive; Imperial Oil Ltd. (MacLaren Adv. Ltd., Toronto) and Imperial Tobacco Co. (Cockfield, Brown & Co., Montreal) sponsor live sports shows from Toronto and Montreal; Blue Ribbon Ltd. (coffee) (Grant Adv. of Canada, Toronto) British-produced Douglas Fairbanks Jr. films.

U. S. Program Imports Drop in Fiscal 1953

PROGRAM statistics in the 1953 report of the Canadian Broadcasting Corp., for the year ending March 31, 1953, show a decrease in the number of programs imported from the U. S. In the last fiscal year, a total of 3,056 hours were programmed from American networks, as compared with 3,204 hours in the previous fiscal year.

CANADA

There also was a drop, from 49 to 35, in the number of hours sent by CBC to U. S. networks.

The CBC programs were sustaining, whereas a large percentage of the U. S. imports was commercial.

A total 24,926 hours of programming for 75,797 programs was fed to Canadian networks by CBC. Of this, 21.3% was commercial and 78.7%, sustaining. The Trans-Canada network carried 66% of the year's broadcasting hours, the French-language network carried 23% and the Dominion network, mainly a nighttime network, fed 11% of the programs. Of all the network programs carried in Canada, CBC originated 82.7% in its studios; Canadian independent stations, 2.6%, and U. S. networks and the British Broadcasting Corp., 14.7%. CBC networks programmed 607 hours of BBC time, the same as the previous year. Montreal, because of the 5,723 hours of French-language programs, originated most network time in the year, a total of 6,091 hours. Toronto originated 3,658 hours; Winnipeg, 3,035; Vancouver, 2,632; St. John's, 1,895, and Halifax 1,411, and other cities smaller amounts.

Ontario Tv Problem

TIME and much money will have to be spent in southern Ontario to lure Canadian tv viewers away from looking at U. S. tv stations, Joseph Sedgwick, Toronto, former counsel for Canadian Assn. of Broadcasters, said at a Radio and Television Day luncheon at Canadian National Exhibition in Toronto Sept. 11. He urged Canadian Broadcasting Corp. and the government to grant more tv licenses in the area.

CHSJ-TV Sets Early '54

CHSJ St. John, New Brunswick, announced last week it expects to have CHSJ-TV in operation there early in 1954. The tv outlet's transmitter and antenna will be on Mt. Champlain, 18 miles from St. John. Its signal is expected to cover large areas of New Brunswick and Nova Scotia, with an effective radiated power of 28 kw, the announcement said.

CANADA

Radio Programming Discussed At BMI Clinic in Toronto

NEARLY 175 broadcast station owners and program department heads attended the 49th BMI Program Clinic at Toronto Sept. 21. It was held under auspices of the Central Canada Broadcasters Assn. Canadian and U. S. agency and station speakers led discussions, which were opened by Cliff Wingrove, CKTB St. Catherines, CCBA president. Harold Moon, assistant general manager, BMI Canada Ltd., Toronto, was clinic chairman.

CANADA

Ramsay Lees, radio-tv director, Ruthrauff & Ryan, Toronto, discussed spot announcement buying from the agency and advertiser viewpoint. Murray Arnold, program director, WIP Philadelphia, urged Canadian broadcasters to freshen radio operation to counteract tv, gave examples of new ways to use station breaks, and showed how WIP used mystery shows to reach the late evening audience.

Reo Thompson, manager, All-Canada Television, Toronto, station representatives, discussed closer program co-operation between stations. Bill Ryan, BAB New York, told the luncheon meeting of increased sales of radio receivers despite tv inroads. Carl Haverlin, BMI New York, reported on the all-Canadian concert set for Carnegie Hall, New York, Oct. 16.

M. Wayland Fullington, program director, WIRE Indianapolis, spoke on writing good copy; William Holm, general manager, WLPO La Salle, Ill., on local news; William Kaland, program director, WNEW New York, on how to get attention for public service messages and programs.

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GRASS ROOTING WITH NARTB

NARTB District 16 meeting in Los Angeles Sept. 17-19 draws (l to r, seated) Lawrence W. McDowell, commercial manager, KFOX Long Beach; Lee Little, president, KTUC Tucson; Julian M. Kaufman, assistant station manager, KPHO-TV Phoenix; (standing) Riley Gibson, general manager, KXO El Centro, Calif.; George Nickson, KEEP Twin Falls, Idaho; Wynn Nathan, West Coast sales manager, United Tv Productions; Leo A. Schamblin, general manager, KPMC Bakersfield; and E. J. Frost, sales engineer, RCA Hollywood.

ATTENDING District 16 meeting of NARTB in Los Angeles Sept. 17-19 were (l to r, seated) Albert D. Johnson, director, District 16, and manager, KOY Phoenix; Robert Coleson, Pacific Coast representative, Advertising Council; Paul H. Martin, promotion manager, KFXM San Bernardino, Calif.; Harold Fellows, NARTB president; Calvin J. Smith, president, KFAC Los Angeles; (standing) E. W. Lee, vice president and general manager, KFXM, and C. P. MacGregor, president of Hollywood production, transcription and packaging firm bearing his name.

←

FIVE conversationalists at NARTB District 15 sessions in San Francisco are (l to r): Dan Telford, KIEM Eureka; Mrs. J. D. Carroll, KMYC Marysville; Ralph R. Brunton, former California broadcaster; Mrs. Hugh McClung, KHSL-AM-TV Chico, and C. S. McCarthy, KROY Sacramento.

→

CAUGHT in corner of RCA's Hospitality House at San Francisco meeting of NARTB District 15 meeting [B•T., Sept. 21] (seated, l to r): K. B. Collins, KFBK Sacramento; Floyd Farr, KEEN San Jose; Carroll E. Hauser, KHUM Eureka; Ray Rhodes, Paul H. Raymer Co.; Hugh Kees, KOH Reno. Standing, Art Westland, KRE Berkeley, president of California Broadcasters Assn.; William D. Pabst, KFRC San Francisco, District 15 director; Emil Martin, McClatchy stations, and Perry Nelson, KMJ-TV Fresno.

←

FEMININE contingent at NARTB Dist. 14 meeting in Sun Valley, Idaho, included (top row, l to r) Mrs. C. N. Layne, KID Idaho Falls; Mrs. Kenneth Nybo, KBMY Billings; Mrs. Ian A. Elliott, KRJF Miles City, Mont.; Mrs. Frank McIntyre, KLIX Twin Falls; (center row, l to r) Mildred Ernst, KWOR-KWRL-KGOS Worland, Wyo.; Mrs. Jack Barton, NARTB San Francisco; Mrs. Reed Bullen, KVNU Logan, Utah; Mrs. Collin W. Lowder, KLO Ogden; Mrs. William C. Grave, KFBC Cheyenne, Wyo.; Mrs. Roy Southwick, KID Idaho Falls; Mrs. Donald Hathaway, KSPR Casper, Wyo.; (bottom row, l to r) Mrs. Mary C. Shutts, KVOC Casper, Wyo.; Mrs. Norm Bauer, KSPT Sandpoint, Idaho; Mrs. Lennox Murdoch, KSL-TV Salt Lake City; Mrs. Jack C. Vagner KRAL Rawlins, Wyo., and Isabelle McClung, KVOR Colorado Springs.

For Reports on District Meetings see TRADE ASSN. Section

BROADCASTING

TELECASTING

features

Any Way You Look at it...

WREC

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Yes, WREC leads the field in the rich $2 billion Memphis market. Hooper, Pulse and Standard Audit & Measurement Survey unanimously acclaim WREC-600 as Memphis' top radio station. Join the list of advertisers who gain "better half" coverage of both the rural and metropolitan audience *with a single schedule on WREC.* You'll be pleased to learn that rates today are 10% LESS, per thousand listeners, than in 1946. For choice fall and winter availabilities call your Katz man *today.*

WREC 600

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY . . . Affiliated with CBS Radio—600 KC—5,000 Watts

TELEQUIPMENT NEWS

Published by the General Electric Company, Electronics Park, Syracuse, N.Y.

FIRST VHF HELICAL ANTENNA DEVELOPED GIVES ROCHESTER A "COMMUNITY TOWER"

All G-E Equipped WHEC-TV and WVET-TV to Share Pinnacle Hill Tower with WHAM-TV!

General Electric antenna engineering has not only aided in solving the zoning laws of Rochester, which permit just one tower, but in doing so G. E. offers to the industry an ideal method of combining VHF with UHF antenna mounts. Utilizing a helical design for VHF transmissions it is also possible, where tower strength will permit, to mount two UHF helicals *on the same platform* for future station expansion. In such applications, the advantages of eliminating cost for tower construction and simplicity of installation are bonus to the multiple benefits inherent with General Electric's helical design.

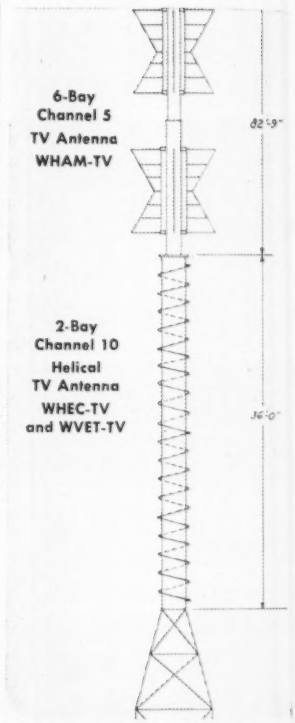
The Rochester situation as regards WHEC-TV and WVET-TV, the nation's first TV station to order a VHF helical, at present calls for interim operation on Channel 10 with a one-bay batwing, mounted on the tower, plus a G-E 5 KW transmitter to effect 5 KW ERP when they go on the air in November. Both outlets will have separate, all G-E equipped studios for live network and remote programming in downtown Rochester. On alternate days, WHEC-TV (owned by Gannett Newspapers) will program during the daytime hours and WVET-TV will take over evening programs to the 800,000 market population in a 60-mile radius.

May, 1954 is the currently established target-date for installation of their VHF Helical antenna on the Pinnacle Hill tower now being used by WHAM-TV. The VHF helical antenna will consist of a "smoke-stack" structure 29" in diameter and 36' long. Around this a 38" diameter helix is wound to provide a gain of 7.2 and boost final power in the neighborhood of 125 KW. G-E engineers are now at work modifying this design for low channel application as well as high channel. Low channel station requirements are currently being sought to assist in this program.

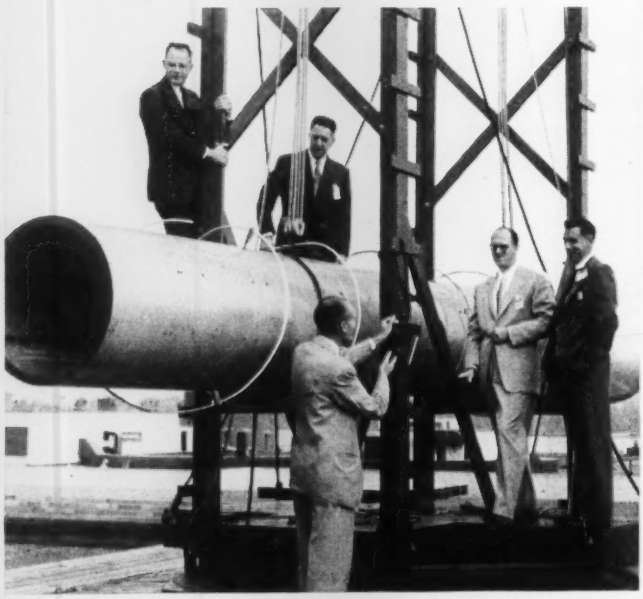
Clearly indicative of how station officials feel about the G-E VHF Helical design for "community tower" installations are the following comments:

"The new G-E VHF helical antenna solves the problems we faced in Rochester", said Mr. Ervin F. Lyke, President & Gen. Mgr.—WVET-TV. "Its multiple advantages, notably its simplicity and economy, should prove to be a strong moving force for VHF television operations."

"Yes", agreed Mr. Bernard O'Brien, Chief Engineer, WHEC-TV, "in the VHF helical, G.E. has come up with a television 'first' of great value to the industry."



This General Electric engineer's drawing illustrates the proposed VHF Helical Antenna installation at Rochester.



Shown at Electronics Park, Syracuse, N. Y., examining a model VHF Helical Antenna are: (left to right) Bernard O'Brien, Raymond Jobes, Ervin F. Lyke and Francis Sherwood with General Electric's Howard L. Perdiue (foreground).

INDUSTRY'S FIRST VHF HELICAL ANTENNAS OFFER NUMEROUS ADVANTAGES!

Heretofore, most UHF advancements stemmed from VHF developments. In this instance the procedure has been reversed. General Electric engineers, recognizing the proved-in-operation effectiveness of the Helical design investigated its application to VHF-high channels. This has resulted in a VHF helical adaptation that offers these advantages to the broadcasting industry:

1. ECONOMY . . . use of a community tower permits multiple antenna installations.
2. SIMPLE CONSTRUCTION AND NEAT APPEARANCE.
3. HIGH GAIN plus MINIMUM NUMBER OF FEED POINTS.
4. LESS WIND LOAD on tower.
5. REMOVABLE PANELS make coaxial cables readily accessible.
6. HIGH POWER CAPACITY.
7. SEPARATE AURAL AND VISUAL LINES might result from possible inherent diplexing.

GENERAL ELECTRIC

features

- A special report on a year's operation by the world's first commercial uhf station. Page 110.
- A veteran agency radio-tv executive tells about commercials and how they got that way. Page 118.
- Radio network showsheet. Page 120.
- How an 11-man uhf station got into the black in 30 days. Page 122.

Electronic Spot Buying

NBC SPOT PUTS ITS WARES ON DISPLAY

A NEW kind of spot salesmanship was unveiled last week by NBC Spot Sales which, remembering always to think of the customer first, has named the technique "Electronic Spot Buying."

Essentially, ESB involves using television to sell station time to timebuyers in the same manner that advertisers use this medium to sell their products to the public, with demonstration the key-note. Instead of describing to a New York timebuyer a program on WNBQ (TV) Chicago, for instance, and quoting ratings and other statistics, the NBC spot salesman now can take him into the new Electronic Sales Room in New York's RCA Building and let him view the program for himself, brought in from Chicago by closed circuit television.

In the demonstration given Wednesday noon to some 300 timebuyers in New York, Chicago and Los Angeles (and previewed for the advertising press the day before) five tv shows originating in as many cities were presented "live" to prospective buyers, each show getting five minutes of the half-hour overall presentation, which was conducted by Steve Allen, who did not miss the opportunity to let his audience know that one evening of his five-a-week late night show on WNBT (TV) New York was still available.

Other programs shown off during the ESB demonstration were *Inga's Angle* from WNBW (TV) Washington, five minutes of fur fashions; *Animal Playhouse with Uncle Wynee* from WNBQ (TV) Chicago, children's program featuring small animals; *Skinner Spotlight* from WPTZ (TV) Philadelphia, a tv feature column, and *Jack McElroy Show* from KNBH (TV) Hollywood, audience variety program.

Welcoming the New York timebuyers, Charles R. Denny, vice president for NBC's owned and operated stations division, said that Electronic Spot Buying service will go into regular use this week. Three sessions for agency timebuyers to see specific programs on out-of-town stations represented by NBC Spot Sales already have been scheduled for this week and next, he announced. Through this new exclusive NBC Spot Sales service, he said, "the advertising agency man and the client can view in New York any local program in any of the cities represented by our organization."

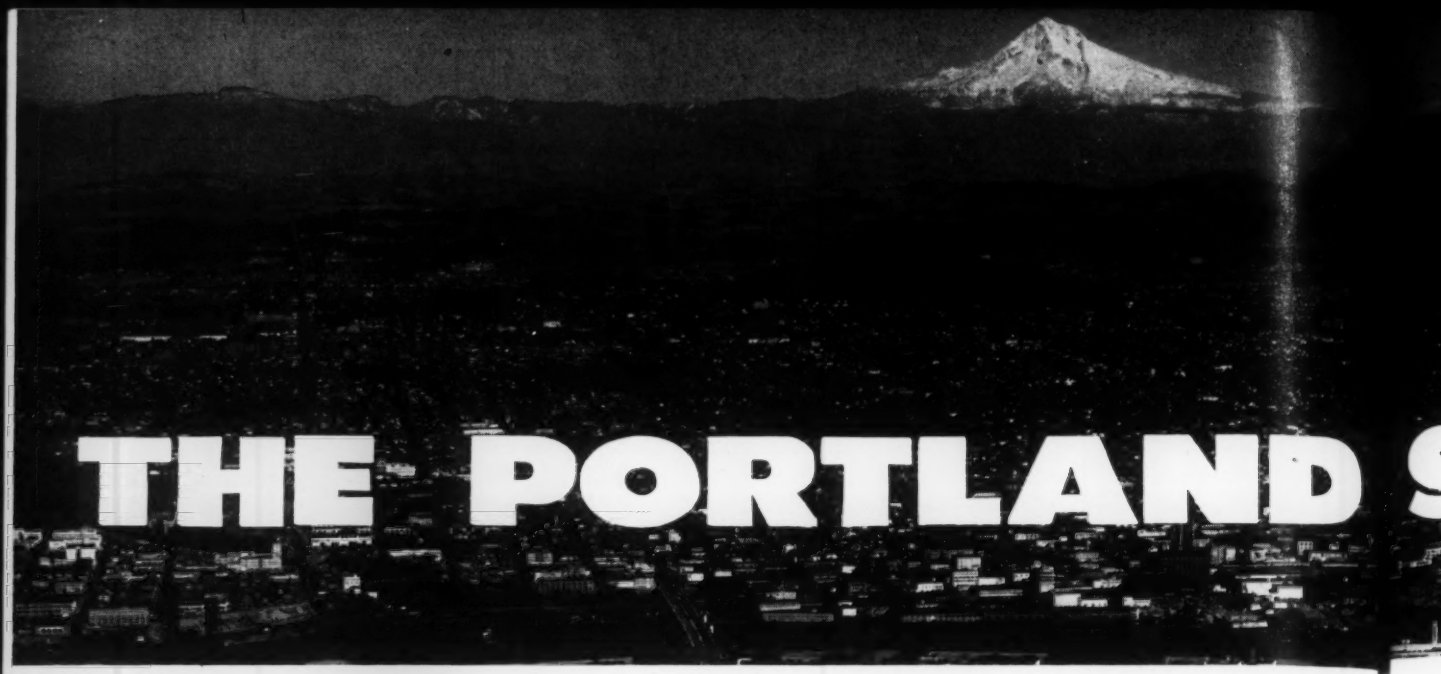
Thomas B. McFadden, director of NBC Spot Sales, said: "This new sales dimension goes a long way in eliminating blind spot buying. This complements the established services offered by NBC Spot Sales such as supplying market facts, ratings, cost-per-thousands and promotional material."

This closed circuit live demonstration service is available to advertisers and their agencies in Chicago and Los Angeles as well as New York, and for radio as well as video programs, it was stated. Station facilities can also be shown to interested buyers via ESB.

Fully equipped to facilitate spot buying, electronically or otherwise, the new sales room of NBC Spot Sales in New York has a radio monitor and receiver system, a 27-inch tv set for either on-the-air or closed circuit reception, a projection room for presenting kinescopes, movies or slides, transcription equipment and a display wall, which may be lighted completely or in sections to highlight pieces of visual promotion material. Walls of the reception room carry mock tv screens showing talent and programs of the 18 stations represented by NBC Spot Sales. Each station has its own screen and material will be changed frequently to cover all programs on all stations every few months.

Guests arriving at the demonstration were presented with orchid leis from KGU and KONA (TV) Honolulu. When they returned to their offices after lunch, awaiting them were large packages, wrapped in green paper adorned with large silver spots to tie in with the NBC Spot Sales promotion theme: "Some Spots Are Better Than Others." Inside the boxes were gifts from other stations represented by NBC Spot Sales, each typifying the market the station serves.

There were golf balls from WRC and WNBW (TV) Washington, baseballs autographed by members of the Yankee and Dodger teams from WNBC and WNBT (TV) New York, candied fruit from KNBH (TV) Hollywood, baked beans, brown bread and Indian pudding from WBZ-TV Boston, and a meat cleaver from WMAQ and WNBQ (TV) Chicago. WRGB (TV) Schenectady was represented by a string of Christmas tree lights, WPTZ (TV) Philadelphia by a cigarette lighter and WTAM and WNBK (TV) Cleveland by an ash tray. KPTV (TV) Portland sent a stereoscope, KSD and KSD-TV St. Louis a wallet, WNBC San Francisco two bottles of chianti.



THE PORTLAND S

A REPORT ON A YEAR'S OPERATION BY THE WORLD'S FIRST COMMERCIAL UHF STATION

A MILLION people up and down Western Oregon's Willamette Valley and its mountainous flanks have just completed one year's service as the first commercial proving ground for ultra-high frequency television.

The Sept. 19-20 weekend was notable in tv history as the anniversary date of KPTV (TV) Portland, only uhf station ever to celebrate a birthday.

In the 12 months since KPTV emitted its first program the eyes of the television world have been focused frequently and inquiringly on this Ch. 27 station. Literally hundreds of broadcasters, telecasters, technicians, manufacturers and public officials have made official pilgrimages to Portland on a common mission—to see if uhf really works.

One year of uhf in Portland yields an important and seldom disputed revelation:

- KPTV is an economic success and has provided a technically adequate signal over a surprisingly wide area.

In other words, Portland has embraced uhf as exemplified by KPTV, and tens of thousands of families—some say a hundred thousand—are pleased with their year of television.

So it has been demonstrated that a station operating on a uhf channel, even with low power for that part of the spectrum, can serve a metropolitan community, its environs and well beyond.

That is the capsule version of one year of uhf in Portland. However, the story of Portland television must take into account the special setting that existed one year ago when Herbert Mayer, president of Empire Coil Co. and operator of WXEL (TV), a vhf outlet in Cleveland, startled the electronic world by pioneering its first uhf commercial station.

The Portland setting was made-to-order for the first uhf commercial proving ground.

First, Portland had no television aside from fancy antenna arrays that groped with some success for KING-TV Seattle, 130 miles to the north.

Second, KPTV was reasonably assured of at least a year of one-station service.

Enjoying that favorable environment, KPTV (NBC-TV) has operated profitably. Now, however, it faces competition—and soon. A second Portland station, KOIN-TV (CBS-TV), has a transmitter in place and a radiator ready to meet its Oct. 15 target date. At this point KPTV faces (1) a competitive station with (2) a Ch. 6 vhf signal—reversing the usual post-freeze pattern found in many cities.

Given that background, Portland can look for another interesting and exciting television year. But that is Chapter 2, a chapter that can't be written for many months. Even so, the lessons to be learned from Chapter 1 are numerous, informative and fascinating.

The Coverage Story

Before the economic aspects of Portland's uhf can be appraised it is necessary to review the coverage story, recognizing widespread interest in the ability of a uhf signal to saturate a rugged terrain.

KPTV is telecasting a signal rated at 17.6 kw, using the historic hand-made transmitter that RCA-NBC operated at Bridgeport, Conn., for three years in an effort to field-test the untried band that offered hope for full national video service.

The slot radiator is mounted atop a 250-ft. tower on Council Crest, a plateau standing 1,050 feet above Portland's business area.

Quiet, conservative Portland, which is growing faster than its older inhabitants care to concede, is proud of the fir-draped hills that mark some of its residential areas and the mountains that challenge propagation traits of the Ch. 27 KPTV transmitter. These elevations, some of them astonishingly abrupt, provide shadow areas where tv pictures are obtained only by means of high-flying yagis and bow-ties, or are not obtained at all.

How serious are the shadows?

Russell K. Olsen, KPTV general manager-chief engineer, and William McAllister, station operations engineer who was one of the RCA-NBC attending physicians at the Bridgeport laboratory, offer population, propagation and shadow maps indicating that good signals are available to over 90% of the population in Portland's three-county metropolitan area. They offer a map showing that when a new 540-foot tower is installed this fall, the shadow problem will be more than half licked (see page 116).

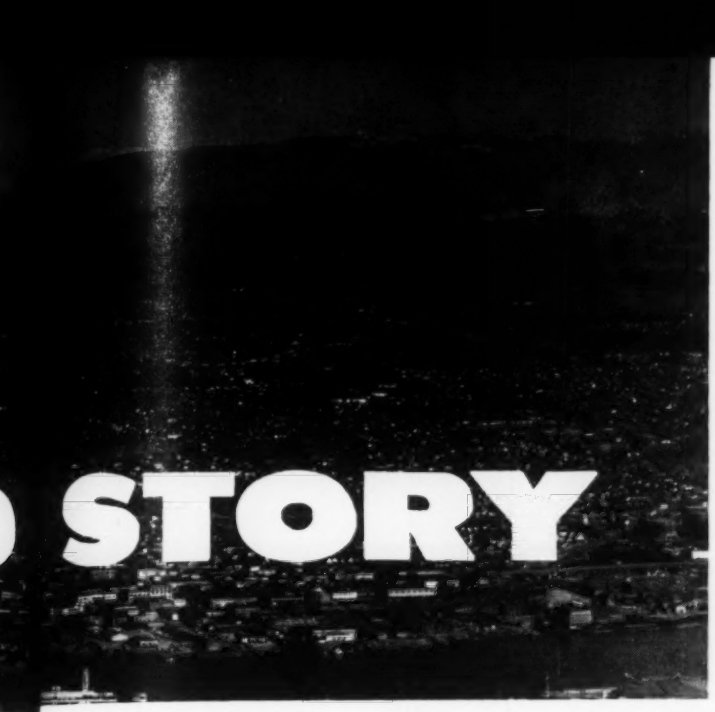
Then they point out that a new 10 kw RCA amplifier for the 1 kw driver is on order. Coupled with higher tower and higher-gain antenna, KPTV will penetrate practically every populous area with a signal approaching 200 kw, they contend.

What do the distributors and service companies think of KPTV's uhf signal?

J. G. Severtson, one of Philco's larger distributors who has the Western Oregon and Southern Washington territory, told B•T: "Uhf to me is a perfect picture and a perfect installation." He said his crews have found that KPTV reaches out 40 miles to Salem and well beyond, with a 10-foot mast adequate for most locations in that city where several thousand sets have been installed. Many technicians like the tricky uhf better than vhf.

Mr. Severtson conceded there had been some faulty installations at first but training schools took care of that problem. He operates AW Service Co., as well as Appliance Wholesalers, and generally charges around $30 for a high-gain bow-tie antenna with corner reflector mounted on a five-foot mast. The antenna is his own design.

The Philco receiver's built-in antenna is



By J. Frank Beatty

adequate, however, for 20% of installations, he said, with a much higher ratio in Portland proper. His service plant installs an all-wave tuner in the center panel of Philco sets for $55 additional. When vhf comes, his firm will fix antennas to receive both uhf and vhf for under $20.

He personally prefers uhf, he said, because it avoids man-made interference across the picture.

Tom Lowey, sales manager of Eoff Electric Co., Motorola distributor, says uhf is doing "a terrific job." Some problems arise but service crews nearly always find a very good signal, he said, though noting shadow spots along the southwestern hills toward the Lake Oswego residential area and Rocky Butte, for example. While the signal is a thin layer in some spots, his crews can find it "in 99% of cases," he told B•T.

Eoff's Motorolas are equipped with an all-wave tuner at the factory. Like most of them it includes an amplifying step. Mr. Lowey said the built-in antenna works in 55% of locations in the Portland city limits, with another 15% using a yagi atop the receiver. On outdoor jobs he uses three types of antennas, preferring all-wave v-behind-v but using yagis if necessary.

During Portland's tv year, Mr. Lowey added, radios have been selling well and they're moving faster right now than a year ago—a trend that has been found all around the nation.

These two distributors' views are typical of wholesaler-retailer opinion.

Some fear has arisen that all-wave tuners converting Ch. 27 to Ch. 5 will suffer interference from Ch. 6 when KOIN-TV takes the air. A local newspaper column started a young panic but several set manufacturers explain they have investigated several similar situations around the country and they scoff at these fears. Some of the strip tuners are giving trouble, they agree.

How many of its potential million viewers is KPTV serving?

Right now, Mr. Olsen claims, 310,000 families or 950,000 people live inside the 500-1000 microvolt contour in Western Oregon and Southern Washington. Addition of the 10 kw amplifier and a higher antenna will add 35,000 families or around 120,000 people, he predicted, plus another 15,000 people in the Portland shadow areas who are expected to get a good signal when the new tower is installed.

On the basis of figures compiled by John D. Jenkins, of the Portland State Extension Center, KPTV estimates there are 106,000 sets in an area ranging from around Longview, Wash., in the north down south of Corvallis. Possibly half of this area is now included in the secondary service contour.

The Receiver Story

Mr. Jenkins told B•T his estimates are based on distributor figures and checked against Radio-Electronics-TV Mfrs. Assn. reports. He said not all distributors are currently supplying data.

Using an oft-mentioned 28% saturation figure, the three-county Portland area would appear to have nearly 87,000 tv homes.

At any rate, somewhere between a fourth and a third of homes in the KPTV service area have tv sets. While this is not a high figure, Portland natives pointedly remind that the area doesn't catch fire easily and they boast of its steady but unspectacular development (an estimated 100,000 people since 1950). With a touch of civic pride they add, "Let Seattle bust its seams. We like it this way."

That's the general coverage situation, based on the best information available—and naturally different estimators have different ideas.

Now how about the economics of KPTV's first year?

Mr. Mayer, a sage industrialist who isn't given to revealing all his business secrets, told B•T the first year at KPTV has been "very satisfactory from a fiscal standpoint."

"We made the turn in January and have been in the black ever since the first quarter of the operating year," he said.

No financial figures on KPTV operations are available. An educated guess by B•T, based on examination of the station's schedules, suggests that business volume is now running at a rate of somewhere around a half-million dollars a year, possibly more.

While Mr. Mayer didn't care to comment on the operating figures of the station, he did express considerable satisfaction at the fact that earnings have been available to contribute "very substantially" toward KPTV's capital expansion program.

Spot and time availabilities have been virtually sold out since the beginning of the year, and profit-loss statements have reassured the management.

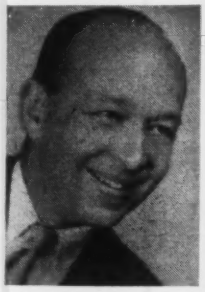
Obviously business has been good at KPTV. It had better be, because the station has a large plant that is being expanded rapidly, plus a staff of 68, recruited locally. The investment is described like this: Transmitter, tower building at Council Crest, $187,000; office building improvements, studios, electronic equipment, furnishings, $340,000. That's a total of $527,000. Add $135,000 for a new tower-radiator this autumn and a 10 kw amplifier in 1954 plus a soon-to-arrive $15,000 remote truck plus another $50,000 in studio improvements and you have a grand total of $727,000.

Under Mr. Olsen's overall direction, the job of bringing in money to finance this operation is handled by Charles R. White, commercial manager. Mr. White was told the morning of Sept. 18, 1952, that KPTV had suddenly gone on the air with a test pattern and he could start selling. The first day he sold First National Bank and Davidson Bakery, locally. RCA was lined up as the first national sponsor. Spots went for $50 (20 seconds) and $25 (10 seconds). The next day he sold the Irelands and Pagoda restaurants, U. S. National Bank, King building supply, First Federal Savings Bank, *Oregon Journal* (KPOJ), Chrysler dealer and Flav-R-Pac frozen foods.

At the grand opening party Sept. 20 in the Multnomah Hotel Mr. White earned his lunch, and more, by selling a two-hour film show to guests representing Union Pacific Railroad and F. B. Connelly Co.

Since that time station revenues have risen steadily. Operating evenings only, KPTV was sold out by the end of its first three weeks. Hours were added steadily, and when the live camera chains arrived in April the station moved its starting hour to 9 a.m.

Right now KPTV is doing business with 164 advertisers and 89 advertising agencies. Like all operators in one-station markets it has to exercise fancy diplomacy as eager sponsors insist on Class A time and often have to settle for B or C. Many a grudge is nursed by the frustrated, but agency men concede the situation isn't very serious in



One year of uhf in Portland, as described to B•T by Herbert Mayer, president of KPTV (TV) and Empire Coil Co.:

"Very satisfactory results from a fiscal standpoint.

"In the black since the first of the year and improving right along.

"No availabilities in Class A. Most of Class B and Class C sold.

"Our revenues therefore have been sufficient to help us improve the earnings of our employes, add to our general facilities, and contribute to the welfare of Uncle Sam.

"Our main objectives as we started what has been an exciting and tremendously interesting first year have in good measure been achieved. These were: To provide the very best in programming; to render a worthwhile service to our advertisers; to make KPTV a happy place to work for an outstanding group of Portland men and women; to improve the working facilities of KPTV to give the best service, coverage and quality transmission."

comparison with some of the other one-station areas. Practically all of KPTV's early sponsors are still on the schedule.

Portland's retail stores have lagged behind other business lines in embracing television. Arrival of competition is expected to stir activity and perhaps lure such retail giants as Meier & Frank, user of vast newspaper space, and Lipman-Wolfe into regular and extensive use of tv.

Some spotty recognition of tv's sales power is appearing. Giles K. Handy, manager and buyer of the Buster Brown shoe department at Lipman-Wolfe, second largest store, told B•T the new NBC-TV Smiling Ed McConnell program had drawn swarms of youngsters and parents into the store, with 3,000 comic books given away in a fortnight. He called this "a very good response" and said "quite a few Buster Brown shoes have been sold." Lipman-Wolfe has a tie-in spot on the program. Lucy Marlowe, KPTV merchandising manager, has KPTV labels pasted on all the store's shoe boxes plus other promotions. KPTV is just getting into active merchandising, a function that will get a shot in the arm as competition comes to Portland.

Philco Freezer Stunt

Another KPTV stunt was built around a Philco Freezer Week in August. Richard McNamara, assistant advertising manager of Appliance Wholesalers, joined in rounding up 95 Philco dealers who gave a metal plate to all who went into stores to look at freezers. Store traffic was heavy and interest in these major appliances was whetted by use of promotion devices and cooperation of Barbara Angel, who presides over KPTV's *What's Cooking*. Cost was trivial and everybody was happy.

KPTV is becoming increasingly active in the field of civic programming. Arrival of its RCA remote truck will permit expansion of outside originations, now limited to the facilities of an ingenious two-wheel trailer equipped with sliding racks and built-in wiring. Education officials have publicly expressed appreciation of KPTV's readiness to telecast local features and to place them in choice periods. First National Bank is happy about sponsorship of the famed Rose Festival Parade and the recent Shrine football game. William Swing, assistant to the manager, is in charge of KPTV public service programming.

Then there's *The Toymaker*, a gem of an idea and the talk of Portland since it took the air last May 11. Like many top programs it has a simple format—a teller of tales for the kiddies. And like many kiddie programs, it has developed a large teen-age and adult audience.

Frederick Giermann, veteran actor, is KPTV's toymaker. He tells little stories about the adventures of such toys as Ajax the Elephant and Sneaky the Snake, all the while seated at a toyshop workbench.

Richfiield Oil, one of the early sponsors, offered a comic book about the outer spaces. All 20,000 available copies were disposed of in five days; 5,000 more were sent from Seattle and these, too, were gone in a couple of days.

Other sponsors include Sperry Wheathearts, Plot-O Products, Grandma's Cookies, Doughboy plastic pools, Alphenrose Dairy and Toy House (retail). The program was developed by John R. Ralston Productions, which provides script and production.

Little Ajax, a grey elephant with flapping red-trimmed ears, can be found in suburban New York nurseries and possibly, if the truth ever comes out, in a few desk drawers of timebuyers who selfishly refuse to carry this Herbert Mayer promotion piece home for the youngsters.

The Toymaker has inspired a stack of endorsements from parents, educators, civic leaders and other community groups, and has attracted network feelers.

What about Portland radio during KPTV's first year?

Richard M. Brown, general manager of KPOJ (*Oregon Journal*) and NARTB District 17 director, said Portland radio was hurt for a while last autumn, but by winter the aural broadcasters were working harder and selling with more vigor. All this led to better management and broadcasters are doing nicely since adjusting themselves to the new competitive picture.

H Quenton Cox, president of KGW (sold by *Oregonian* recently to KING-AM-TV Seattle and others), conceded tv left its impact but joined Mr. Brown in observing that radio business is fine, with stations cooperating in meeting the common problem.

Howard Lane, president of KOIN (AM) and the embryo KOIN-TV, which gets under way in mid-October, said KOIN didn't feel tv's arrival. Right now he's busy getting ready to put KOIN-TV on the air. CP was granted last July 23. The GE 5 kw transmitter is in place atop Sylvan Hill, about the same elevation as KPTV and not far away.

With a 35 kw amplifier due to help kick the Ch. 6 vhf signal out over the hills and valleys, Mr. Lane promises 56 kw from a temporary tower and three-element antenna. Later a new radiator and higher tower will permit use of full 100 kw power.

A large downtown building is being overhauled and equipped as a second Portland tv center. Formerly a dance hall, the spacious structure includes two large (64x64 and 37x64) studios. Like KOIN, founded in 1923 and operated many years by the late C. W. (Chuck) Meyers, KOIN-TV will go in heavily for local live programming and public service features.

When VHF Hits Town

What happens in Portland television when KOIN-TV joins KPTV should be interesting to watch. KPTV points out that the Bridgeport uhf transmitter has amazed even its best friends by defying the line-of-sight traits of the upper band. There are shadows, of course, but at KPTV they're predicting that vhf will have shadows, too, as the signal meets up with the tumbling topography of this area. They claim interference-free uhf needs fewer microvolts than required by vhf in fringe areas.

KPTV's executives state that the uhf transmitter has only been off the air a little over three hours in a year because of technical troubles. They react violently to reports that the RCA-NBC transmitter has often quit perking for hours at a time.

KOIN-TV will take the air with a $500 basic hourly rate. KPTV started off at $250 a year ago, went up to $350 in February and is pondering the idea of Rate Card No. 3, possibly by late autumn.

The stations will have cable trouble from the start. They must share, along with three Seattle-Tacoma stations to the north, a single network channel. Portland telecasters complain that the single coax from California passes only 2,900 kc and doesn't do that the way they desire. A radio link goes north to Seattle. AT&T leases the cable from Pacific

2 out of 3 DETROIT WORKERS *DRIVE* TO WORK!

Detroit is the world's Motor City in *usage*, as well as in production. Autos and auto *radios* get plenty of mileage!

Two-thirds of Detroit area workers DRIVE to their daily employment. 12% of them drive 30 miles or more each day. Another 13% drive from 20 to 29 miles. **Less than one-half of one percent ride on Detroit's one commuter railroad!**

What a BONUS audience that represents for Detroit's radio advertisers!

In this market of 980,000 cars, WWJ is the favorite radio station. It has been for 33 years. And, because it delivers the most listeners per dollar, it's the most economical buy.

To put *your* product in the driver's seat in the Detroit market, put your story on WWJ.

Associate Television Station WWJ-TV

WWJ AM-FM

Basic NBC Affiliate

AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES

THE WORLD'S FIRST RADIO STATION • *Owned and Operated by* THE DETROIT NEWS

National Representatives: THE GEO. P. HOLLINGBERY COMPANY

RUSSELL K. OLSEN
general manager, chief engineer

Telephone & Telegraph Co., it is pointed out.

KPTV hopefully looks forward to KOIN-TV's arrival as a means of getting off the one-station hook. Still to come are Ch. 8 and Ch. 12 stations, once FCC has sorted out a half-dozen powerful applicants. KOIN-TV is the result of a Ch. 6 merger by the S. I. Newhouse interests and Theodore R. Gamble, a union that forced the Newhouse group to sell KGW to a firm headed by KING-AM-TV interests.

Of interest to Portland are upcoming tv projects in Vancouver, Wash., just across the Columbia River to the north, as well as in Salem and other communities. Salem and Klamath just a few days ago were awarded additional uhf channels by the FCC.

KPTV will break out into a formal first birthday party Sept. 30, a year and ten days after the first programming started but on the anniversary of full commercial operation. The governor, mayor and others will join business and civic leaders in the Multnomah Hotel ballroom where the station's inaugural ceremonies took place just a year ago. Mr. Mayer will be on hand for the event. He has spent many weeks in Portland during KPTV's first year.

The guests will re-live the exciting moment in 1952 when the ballroom provided a setting for one of television's notable events.

Things started to happen, and fast, the moment FCC granted Mr. Mayer's application July 7, 1952. All the hazards of the commercially untried ultra-high medium confronted him. An additional, and quite genuine hazard loomed: "How to get a transmitter?"

In all the world there was only one fully tested and available uhf transmitter—the custom-made job that RCA-NBC had been testing since 1949 at Bridgeport. This $3 million experiment—known as KC2XAK—had been holding the attention of the electronic and advertising world ever since its erection. Manufacturers had used it as a proving ground to test uhf circuits and components.

Many covetous eyes were focused on the Bridgeport transmitter, among them Mr. Mayer's. Back in his mind was a conviction that he could pull the electronic coup of the era by slamming KPTV on the air months ahead of any reasonable forecast—provided he could latch onto KC2XAK's gear.

All the details of Mr. Mayer's successful effort to land the equipment haven't been told, and likely he's the only one who knows the full story. In any case he, as usual, set out to get it—and got it. Perhaps it was a realization of Portland's tv plight; or dogged Mayer determination; or his close connection with RCA as a supplier of components. It doesn't matter now. He got it.

RCA-NBC, Adler Communications and Empire Coil engineers started to dismantle KC2XAK Aug. 23, roughly a month-and-a-half after the KPTV CP had been granted. It was loaded on a truck and dispatched to Portland where it arrived a few days after a frantic Herbert Mayer had recovered from an attack of hammers-in-the-head induced by

FREDERICK GIERMANN
a hit as the toymaker

reports that the truck had disappeared somewhere between the Alleghenies and the Rockies.

Dispatched to the Northwest, also, were RCA-NBC installation engineers; R. G. Freeman, top assistant to Mr. Mayer; Tom Friedman, chief engineer of WXEL; Mr. Olsen, assistant chief enginer of WEWS, and an express car loaded with an RCA TFU-21B radiator.

While the industry was anticipating a Thanksgiving debut of KPTV, earnest engineers and building workers were devoting 24-hour days to the task of setting up the plant and making it tick. By Sept. 15 the transmitter was ready for power tests and at 12:01 a.m. Thursday, Sept. 18, 1952 A.D., the first KPTV call letter was broadcast visually.

Delighted, Mr. Mayer exclaimed: "The picture is better than I expected . . . this is great news for the nation."

Two days later, at 4:30 p.m. after inaugural ceremonies in the Grand Ballroom of the Multnomah Hotel, Mr. Mayer voiced these historic words from the Council Crest transmitter: "Ladies and gentlemen, good afternoon. This is Television Station KPTV Portland, the World on View, Ch. 27. We are signing on the air this 20th day of September, 1952, in accordance with authority granted to us by the Federal Communications Commission. . . . And so, let us now witness the inauguration of television in Portland and the first commercial uhf broadcast in history."

No one would have been surprised if the early days of tv in Portland had developed into dollar-snatching and signal-fumbling chaos. The setting was perfect. Distributors and dealers didn't know how to service vhf, let alone the somewhat more delicate uhf. Fly-by-night stores and service firms were sure to unload all the junk they could collect on this novice community. Even the set makers were short of experience—to say nothing of receivers.

Fortunately, responsible elements of the community stepped in with a plan based on cooperation and integrity. Better Business Bureau, newspapers, radio stations, dealers, distributors and set manufacturers joined in what was called "The Portland Plan."

BBB drew up an advertising Code of Ethics to prevent misrepresentation and the business interests joined the movement. So Portland was ready when tv arrived and for the most part the public got good merchandise and good servicing at fair prices.

Portland still boasts it has the best tv distribution and servicing record in the nation, and The Portland Plan is still in effect.

Obviously Portland likes television. Few viewers realize their picture is different from any other city's picture—technically, that is. The sets have an extra gadget or two, but there are 21-inch known-brand table models that sell for around $200. Occasionally some uhf converters drift after they warm up and there's snow to be found in shadow areas.

Everything adds up to this conclusion—uhf has been a commercial success for one year in this major northwestern market.

(Map on next page shows how KPTV signal covers Portland area.)

WILLIAM MCALLISTER
station operations engineer

Use this new KYW MAIL MAP to discover new prospects in the Philadelphia market area

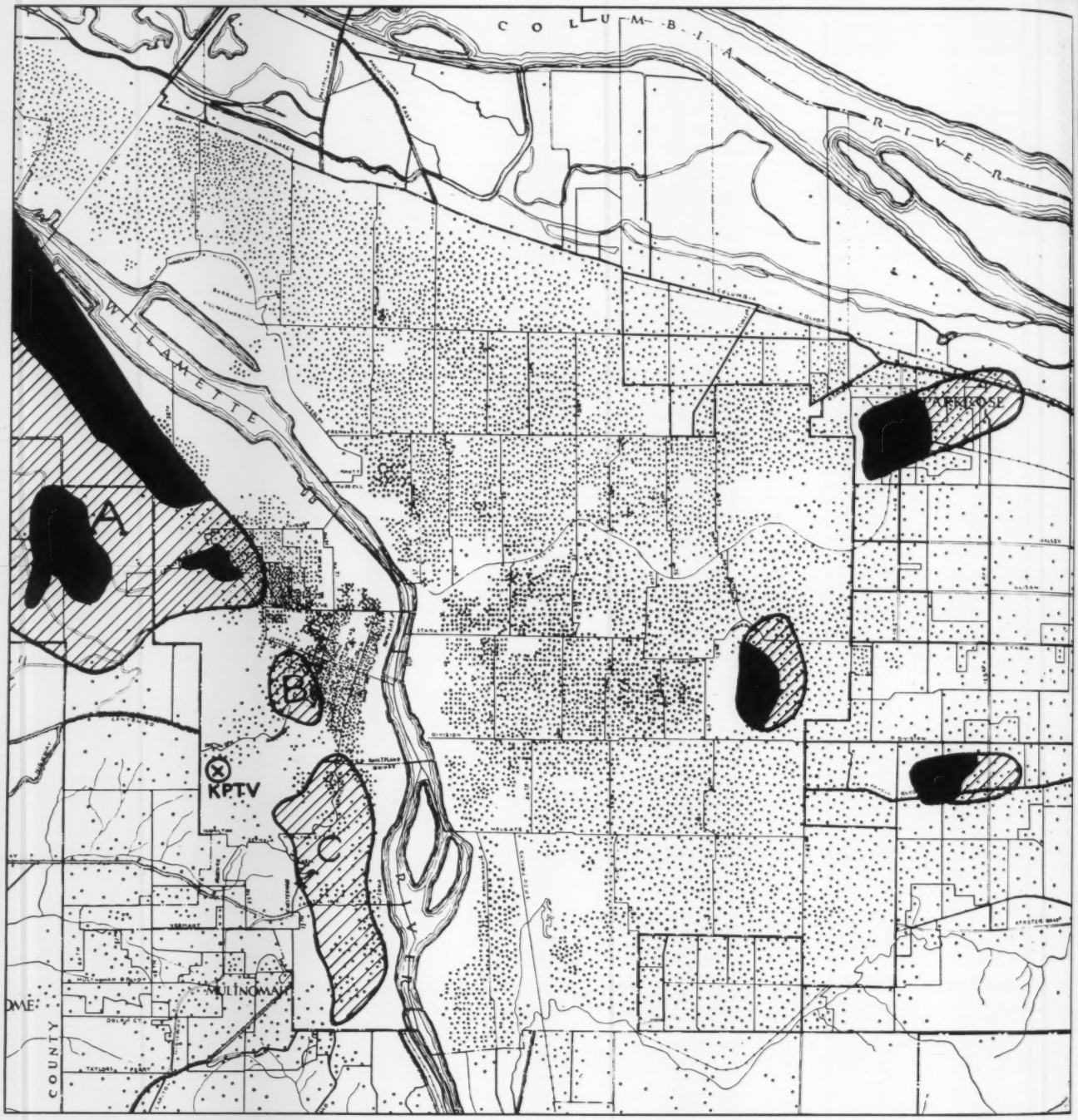
Shows where listeners are, and where they're influenced to **act**

Are you getting your share of sales in *all* parts of the great Philadelphia market area? This new map will help give you the answer. Based on analysis of more than 100,000 pieces of mail, it shows exactly where.. and with what intensity.. listeners are influenced to send orders or inquiries to KYW.

In more ways than one, this new mail map makes a welcome addition to survey literature. It shows not only where the audience is.. but also the extent to which listeners are influenced to *act!* For details, check KYW or Free & Peters.

KYW
PHILADELPHIA
50,000 WATTS
NBC AFFILIATE

WESTINGHOUSE
RADIO STATIONS Inc
WBZ • WBZA • KYW • KDKA
WOWO • KEX • WBZ-TV • WPTZ
National Representatives, Free & Peters, except for TV; for WBZ-TV and WPTZ, NBC Spot Sales



SHADOW AND SUBSTANCE

How bad are the uhf shadows in Portland?

This population density map of the Oregon city prepared for B•T depicts (1) original shadow areas based on NBC-KPTV (TV) engineering measurements and (2) the areas to be removed from the shadows (portions denoted by parallel lines) when KPTV's new antenna adds another 250 feet to the radiator's height. Black areas will remain in shadows.

Shadow areas A, B and C lie in the residential districts west of the Willamette River. The shadow effects are due to the southwestern hills. Lined portions show how the higher antenna, with new radiator, will give added coverage. Each dot on the map represents 40 people, based on the 1950 U .S. Census.

Three shadow areas east and northeast of the radiator will be eased by at least half, according to the engineering predictions. They are caused by small hills—Mt. Tabor, Rocky Butte and Kelly Butte, each about 200 to 300 feet above the immediate neighborhood.

The shadow effects are computed on the basis of a relief map in which a tiny light was placed at a height comparable to the new KPTV radiator. The map then was photographed. In actual operation, KPTV signals were found occasionally in some of the shadow areas.

KPTV's new radiator will reach 540 feet above Council Crest, 290 feet above the present radiator.

Most famous brand in the West

(it will sell more of your brand)

Reading time: 3 minutes
Reading benefits: Limitless

HOW TO SELL MORE THROUGH WESTERN MARKET FOOD STORES

During the next 52 weeks KOA will invest more than $100,000 to move more merchandise through Western Market Food Stores. We are investing this money to back a *new idea* in food marketing. The plan has been tested—with fantastic results. It has been endorsed by virtually everybody in the Denver food distribution picture. We call our plan the KOA FOOD LEAGUE.

HERE'S HOW IT WORKS:

KOA offers you America's most "FOOD CONDITIONED" audience. And here's the device that we use to thoroughly "food condition" Western Market listeners. The KOA FOOD LEAGUE conducts 52 annual promotions — with a new product or related products featured each week. Perhaps we can best illustrate what happens by example. Suppose *canned corn* is the KOA FOOD LEAGUE "SPECIAL" for this week . . .

Every day we present the KOA FOOD LEAGUE program from 10:15-10:30 A.M.—all about food and food-store-marketed products. The program this week features **canned corn.**

Every day KOA's first lady, Evadna Hammersly, devotes at least ten minutes of her HOME FORUM program to food, and specifically features **canned corn.**

Every day we saturate our schedule with a minimum of ten "editorial" announcements featuring **canned corn.**

Every day our schedule is supplemented with BRAND NAME advertising, promoting specific labels of **canned corn.**

Every day retailers throughout the Western Market—who have been advised of the promotion—feature in-store displays of **canned corn.**

Every day Western Market retailers will display special KOA FOOD LEAGUE point-of-purchase materials tied in with stocks of **canned corn.**

Every day Western Market newspapers will carry KOA FOOD LEAGUE advertising mats, tied-in with retail shopper ads, and featuring **canned corn.**

Next week the KOA FOOD LEAGUE special may be catsup, tuna, rice or ice cream, or any combination of food-store-marketed products.

More than a series of weekly promotions

KOA FOOD LEAGUE specials enjoy accelerated sales during following weeks. The KOA FOOD LEAGUE product promotion creates new buying and use habits that have a continuing effect. Food manufacturers, brokers, jobbers and retailers agree that the tremendous impact of the KOA FOOD LEAGUE campaign **must** result in sales. Even without the "weekly special" device our "food conditioning" of the Western Market audience would result in more food sales. Actual tests show product sales increases up to 89% with radio alone being used. If your product is sold through Western Market food stores, this plan will increase your volume in huge, measurable quantities.

How the KOA Food League helps *YOU*

KOA is in the food business 'way up to here. We now have a full-time KOA FOOD LEAGUE DIRECTOR, a marketing expert whose only responsibility it is to move more merchandise from Western Market food store shelves. His assistant is a food writer and broadcaster with many years of newspaper, agency and radio experience. These talented people, together with our Promotion and Merchandising departments, conduct the KOA FOOD LEAGUE program.

Copyright 1953, KOA, Inc.

KOA FOOD LEAGUE

CONSUMER PANEL is made up of a panel of 50-300 Western Market homemakers. A true cross-section, available to the food industry for a fast product acceptance test, a check on label directions or what-have-you.

KOA FOOD LEAGUE

KITCHEN & BATH SURVEY is conducted annually to determine home penetration, by brand name, of the multitude of products used in the kitchen and bath. Thousands of Western Market homes will be sampled.

KOA FOOD LEAGUE

TRADE NEWSLETTER is mailed each fortnight to Western Market food manufacturers, brokers, jobbers, chains and retailers. It highlights upcoming promotions, suggests new merchandising ideas and recommends KOA-advertised brands.

KOA FOOD LEAGUE

LISTENER BULLETINS with recipes, preparation hints, menus and brand name recommendations for KOA-advertised products are mailed to listeners each week in response to thousands of requests. Advertisers wishing to furnish their own recipe folders, etc., for inclusion in these mailings may do so.

KOA's "FOOD INDUSTRY NEWS" is the Western Market's "food trade paper of the air". It is presented each Sunday noon, when food people can be reached. It's programmed directly to all echelons of the area's food industry. But, due to the universal interest in food, the program makes good air fare for the general audience. Another step in our "food conditioning" plan.

If your product is sold through food stores in Colorado, Wyoming, Western Kansas and Nebraska, or in the Rocky Mountain West—you *must* use KOA to make your advertising-merchandising program complete.

KOA FOOD LEAGUE makes KOA America's most food-conscious broadcaster—delivering America's most "FOOD CONDITIONED" audience. Call your Petry man or write us direct to assure your featured position in Western Market food stores. Better do it today.

KOA
DENVER
Covers The West... *Best!*

Mr. Moran is vice president and associate director of radio-tv of Young & Rubicam. This article is an adaptation of a talk he gave last Tuesday to the premium conference of the Premium Advertising Assn. of America in New York.

COMMERCIALS:

HOW THEY GOT THAT WAY

By Joseph A. Moran

ONE OF the surest ways to become unpopular in one easy sentence is to say, "I like radio and television commercials." And, in some quarters, the same condition can be achieved by saying—"I *don't* like radio or television commercials."

There's a lot to be said for both sides. There's a lot to be *done* by *our* side. And one of the first things is a better understanding—and use of these wonderful tools.

No one should know better than those who use radio and television—and the advertisers who pay for it—that every moment of commercial time is a golden one, that the three minutes of sales messages in a half hour show is the reason for putting a program on the air. But it's such an obvious fact that all too often some of us forget it. Agency planners, sometimes, when they budget the talent for a radio or television show for 10, 20, 30, 40, 50 thousand dollars —and allow only a handful of dollars for commercials—the only reason the show's being put on.

Or production men, occasionally, when the show's too long at rehearsal, and they don't want to lose that wonderful gag, "Who's that lady I seen you walking down the street with?" "That was no street, that was an alley"—they turn to the poor commercial writer and say, if it's a live one, "Try and squeeze 15 seconds out of the commercial, huh?"

Yes, all too often, too many people—not advertisers, though— overlook the value and potency of those selling minutes. For when they are used adroitly, radio and television can deliver really outstanding advertising values.

Maybe the reason for that lack of commercials' acute importance in some of our minds is because we're apt to take them for granted. Like being married a long time. We forget the ingenuity of our courtship.

Which is why I don't think it would be amiss if, right now, we all took a fresh look at commercial copy—not just as it stands today but as it also stood, flat-footed, about 20 years ago.

How can we keep on going forward if we've already forgotten some of the lessons we learned—the hard way—but a few years ago. And the first of them all is *simplicity*.

Look what happened. When radio commercials were first written, they were written by the left-hand of a right-handed copywriter. Which was perfectly natural. Who else would write them? Wasn't radio just another medium?

But writing for the eye, with illustrations and headlines, and type-settings and visual tricks was, as you well know now, entirely different from writing for the ear, where words, sound effects and music had to do the job. The copywriter who wrote ads about coffins that were so effective you could hardly wait to die to get *into* one of them found that the *same words* on the *air* left listeners unmoved, not looking forward to dying a bit.

Talking Like People

And so dialogue was born, a step in the right direction albeit a faltering one. Some far-sighted advertising man said, "Let's make these commercials sound like people talk. Let's make them conversational."

But who had to try to *do* that? The same copywriters, good copywriters too, but whose background and experience didn't require that they know conversational showmanship. And little dramas like these began to unfold. The announcer would say, "And now let us eavesdrop on the home of Mr. and Mrs. John Smith, a typical American family." And another man's voice would fade in with, "I don't feel hungry tonight, pet. I've had a busy day at the office and I'm tired." To which a female voice would reply, coyly, "But, Jack, wait till you taste what we have for dinner tonight. It's positively yummy!" Then, reluctantly he'd say, "Oh, all right." Then a slight pause. Suddenly, he'd grunt and mumble ecstatically, "Mary, I didn't know you were such a wonderful cook." To which the girl would gigglingly reply, "I'm not, silly. I bought that pineapple pan-dowdy at the grocer's!"

At which point the announcer, abruptly unleashed, would burst in with:

"And *you, too*, can get that same appetite-inviting, husband-delighting pineapple pan-dowdy at *your grocer's*." And from there he'd go on—and on—and *still* on—telling you the ingredients, where they came from, their nutritional value, how good they tasted, how grand they looked, how they were made by eager craftsmen whose parents all were married, and with a recipe thrown in —everything except the picture of the factory. And don't think *that* wouldn't have been in, too, if there'd been television then.

And yet, when you look back on it, it was perfectly natural. Magazine ads told complete stories; why shouldn't radio ads? But there were usually two commercials in a program. So it began to get monotonous twice as fast.

It was at this point that Young & Rubicam said, "You can't make showmen out of advertising men. We've tried it. So let's see if we can make advertising men out of showmen. Let's get people who know about the *spoken* word, people who've been in the theatre and in pictures, who've written, and acted, and teach them advertising."

And they did.

Thus forming the first group of people whose job it was to write radio advertising *exclusively*—the first radio commercial department in the history of advertising.

Not long before the formation of this unit one George Gallup was also brought into the organization, and he began copy research, which very quickly began to embrace radio. He made the first audience measurements, gave us the first sponsor identification figures, and the first penetration-of-sales-points figures.

The kind of commercials we were writing

Keystone's "Baby"...60 Million Customers in a Growing Market!

It's true! Hometown and Rural America is on the increase . . . in areas throughout the land. Keystone coverage of this market has proven itself to many successful users . . . and what better audience for *your* product story than the over 15 million Keystone families who by nature are avid radio listeners?

Here is a responsive market that also includes hard to reach military installations . . . and an ever-growing population in areas that *buy* all the way across the board . . . a natural market place for *your* product.

Do yourself the favor of learning more about the versatile Keystone market and its flexible opportunities to merchandise. Learn how it can work for you and *your* "baby."

WRITE, WIRE OR PHONE FOR COMPLETE MARKET INFORMATION AND RATES

CHICAGO
111 W. Washington St.
STate 2-6303

NEW YORK
580 Fifth Avenue
PLaza 7-1460

LOS ANGELES
1330 Wilshire Blvd.
DUnkirk 3-2910

✓ TAKE YOUR CHOICE

A handful of stations or the network . . . a minute or a full hour . . . it's up to you, your needs.

✓ MORE FOR YOUR DOLLAR

No premium cost for individualized programming. Network coverage for less than "spot" cost for same stations.

✓ ONE ORDER DOES THE JOB

All bookkeeping and details are done by KEYSTONE, yet the best time and place are chosen for you.

THE VOICE OF HOMETOWN AND RURAL AMERICA

COMPARATIVE NETWORK AM SHOWSHEET

© 1952 by Broadcasting Publications, Inc.

BROADCASTING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Lorillard Monday Morning Headlines	Wm Wrigley Gene Autry (175) R	6-6:25 Nick Carter	Mutual Benefit H&A—On the Line, J. Considin (183)
6:15	Beltone Paul Harvey	"	6-25 State Farm Ins., C. Brown	Ask Hollywood
6:30	Co-op George Sokolsky	C-P-P Our Miss Brooks (203) R	Squad Room Carter & R. J. Reynolds	6:30 7:25 TBA
6:45	Vacationland U.S.A.	"	"	"
7:00	What's the Name of That Song	Amer. Tobacco Jack Benny (209) R	Rod & Gun Club—Co-op 7:25—News	"
7:15	"	"	"	7:25 News
7:30	This Week Around the World	Rexall Drug Amos 'N Andy (213) R	Chamber Music	The Marriage
7:45	"	"	"	"
8:00	American Music Hall	General Electric Bing Crosby Show (203) R	Hawaii Calls	The Hollywood Story
8:15	"	"	"	8:25 News
8:30	"	Philip Morris My Little Margie (201) R	Enchanted Hour	Six Shooter *OT
8:45	"	"	8:55—News	"
9:00	Gruen & Carter Walter Winchell	Hallmark Radio Hall of Fame (200)	Salute to The Nation	Stroke of Fate
9:15	Lorillard Taylor Grant	"	"	9:25 News
9:30	Call Me Freedom S	Cons. Cosmetics Edgar Bergen Charlie McCarthy Show (203)	How's the Family	Royal Theatre
9:45	"			"
10:00	Co-op Paul Harvey (118)	Man of the Week	Hardy Burt	Last Man Out
10:15	Alistair Cooke S	"	Hazel Markel Co-op	10:25 News
10:30	Outdoors with Bob Edge	10:30-10:35 p. m. Daniel Scherr 10:35-45 p. m. U N Report	Co-op Bert Bachrach	Meet the Press
10:45	Songs by Fisher	John Derr Sports	Co-op Rukeyser Reports	"
11:00	News S	News	Co-op Ed Pettitt	News from HBC
11:15 PM	The Three Suns	Dance Orchestra	Dance Orchestra	Joseph C. Harsch Commentary

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service Mon-Fri 6:00-6:30	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	Kaltenborn
6:15	"	Dwight Cook's Guest Book	"	NBC Sports Review (MM)
6:30	Budweiser Bill Stern	No Service	"	No Network Service
6:45	Co-op George Hicks	Kaiser-Frazer Lowell Thomas (152) R	"	Sun Oil Co. 3-Star Extra (34)
7:00	Vandercook CIO	Toni, Man. Soap Family Skeleton (174) R	Co-op Fulton Lewis, jr. (342)	Inter. Harvester News Parade (53)
7:15	Co-op Elmer Davis	General Foods M. W. F. Beulah (140) R	Co-op Three Suns	No Network Service
7:30	Gen. Mills, Lone Ranger (153)	Junior Miss	Amer. Home Prod. Gabriel Heatter	Miles Labs News of World (166)
7:45	" (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (98)	Liggett & Myers Perry Como	Miles Labs 1 Man's Family (166) Rp
8:00	General Motors Henry Taylor (159)	Auto-Lite Suspense (191) R	The Falcon	AA of RR's Railroad Hour (192)
8:15	Sammy Kaye	"	"	"
8:30	Hollywood Love Story	Lever-Lipton Godfrey Talent Scouts (171) R	Co-op Counter Spy	Firestone Voice of Firestone (152)
8:45	Mike Malloy	"	"	"
9:00	Celebrity Table	Lever Brothers Lux Radio Theatre (184)	9:05 (Philip Morris) Sports "Ten"	Bell Telephone Telephone Hour (185) R
9:15	"	"	Co-op News Reel	"
9:30	"	"	Co-op Reporters Roundup	Cities Service Band of America (113) N
9:45	"	"	"	"
10:00	ABC Late News 10:00-10:05	R. J. Reynolds Vaughn Monroe (186)	A. F. of L. Frank Edwards (151)	Fibber McGee & Molly
10:15	Co-op Headline Edition Gunnar Back	"	Put It To Pat	Can You Top This?
10:30	Orchestra (See Footnote)	10:30-35 Robert Trout Murine Co. 10:35-40 (167) Cedric Adams	(Coca Cola) Coke Time	M. Mueller News
10:45	"		Dance Orchestra	Stars from Paris 10:35-11:00
11:00	Valentino	Three Suns News	Co-op Ed Pettitt News	No Network Service
11:15 PM	Sports Report S	Dance Orchestra	U. N. Highlights	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	News
6:15	"	Dwight Cook's Guest Book	"	NBC Sports Review (MM)
6:30	Budweiser Bill Stern	No Service	"	No Network Service
6:45	Co-op George Hicks	Kaiser-Frazer Lowell Thomas (152) R	"	Sun Oil Co. 3-Star Extra (34)
7:00	Vandercook CIO	Toni, Man. Soap Family Skeleton (165) R	Fulton Lewis, jr. (342)	Inter. Harvester News Parade (53)
7:15	Co-op Elmer Davis	Johnny Mercer Show	Co-op Three Suns	No Network Service
7:30	Starr of Space	Longines Wittnauer Choraliers (126) R	Credit Union Nat'l Assn. Heatter	Miles Labs. News of World (168)
7:45	" (See Footnote)	Am. Oil-Ed. R. Murrow (98)	7:56-8 Bonnie Blue & Her Boys	Miles Labs 1 Man's Family (166) Rp
8:00	3-City Byline	Mars Inc. People Are Funny (172)	Mickey Spillane Mystery*	Coca-Cola Coke Hour (195)
8:15	Burlington Mills Sammy Kaye	"	"	Chevrolet Dina Shore (196)
8:30	Hollywood Love Story	Halo, Palmolive Mr & Mrs North (204) R	(Co-op) High Adventure	Barrie Craig *OT
8:45	Mike Malloy	"	"	"
9:00	Co-op Town Meeting	Wrigley Johnny Dollar (193)	9:05 (Philip Morris) Sports—"Ten"	Liggett & Myers Dragnet (197)
9:15	"	"	Co-op Newsreel	"
9:30	"	21st Precinct	Search That Never Ends	9:30 News 9:35-10 TBA
9:45	Chr. S. Publ. Co. Irwin D. Canham (20)	"	"	"
10:00	ABC Late News 10:00-10:05	C-P-P, L. Creme Lovella Parsons (187) R	A. F. of L. Frank Edwards (151)	Fibber McGee & Molly
10:15	Co-op Headline Edition Gunnar Back	Frankie Carle Show	Put It To Pat	Can You Top This?
10:30	Orchestra (See Footnote)	10:30-35 Robert Trout Cedric Adams 10:35-45 Dance Orchestra	Co-op State of the Nation	M. Mueller News
10:45	"			G. I. Joe 10:35-11:00
11:00	Valentino S	News	Co-op Ed Pettitt-News	No Network Service
11:15 PM	Sports Report S	Dance Orchestra	U. N. Highlights	News of the World Morgan Beatty

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Milton Cross OperaAlbum S	Music Room	Dr. Wyatt Wings of Healing	Co-op World News Lockwood Dot
9:15	"	News S	"	Youth Brings You Music
9:30	Prophecy, Inc. Voice of Prophecy (99)	E. Power Biggs	Christian Rel. Church Back to God	Carnival of Books
9:45	"	"	"	Faith In Action
10:00	Message of Israel S	Church of Air S	Radio Bible Class (311)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Negro College Choirs S	"	Voice of Prophecy (327)	Dr. Peale Art of Living S
10:45	"	"	"	News Highlights S
11:00	Fine Arts Quartet S	Salt Lake City Tabernacle	Dawn Bible Frank & Ernest	Faultless Starch Time (59) Spl.
11:15	"	"	Music of Worship	Viewpoint USA
11:30	The Christian In Action S	Invitation to Learning* S	Northwestern U. Review S	U.N. Is My Beat S
11:45	"	"	"	Keesler Air Force Base Male Chorus
12:00 N	Gloria Parker S	Latin America Story	College Choirs	Sammy Kaye's Sunday Serenade
12:15 PM	"	"	"	"
12:30	Time Capsule	Foreign Affairs Report	Bill Cunningham Co-op	The Eternal Light S
12:45	"	Bill Costello News	TBA	"
1:00	Churches of Christ Herald of Truth (108)	20th Century Concert Hall	Co-op Bromfield Reporting	Youth Wants to Know
1:15	"	"	Co-op	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	O-Cedar-Toni Breakfast Club (290)	Co-op News	Co-op Robt. Hurleigh	No Network Service
9:15	Swift & Co. Breakfast Club (290) R	No Service	Co-op Cliff's Family	"
9:30	"	"	"	Home Edition of the News
9:45	Philco Corp Breakfast Club (289)	"	"	Ev'ry Day MN
10:00	Sterling Drug My True Story (212)	Kro Mark, Kellogg Godfrey (204) R Clinton Intl. Celluc. Godfrey (195) R	Co-op Cecil Brown (92)	P&G, Welcome Travelers (150)
10:15	"	Star-Kist Frigidaire-Arthur Godfrey (193) R	Faith In Our Time	"
10:30	G.Mills M-W-F Toni Tu&Th Whispering Streets (224)	Toni-Arthur Lever Bros. Arthur Godfrey (194) R	Co-op Spotlight Parade	General Foods Bob Hope (139)
10:45	When A Girl Marries (165)	"	"	Miles Labs Break the Bank
11:00	Ex-Lax (MWF) Co-op (T & Th) Modern Romances	National Biscuit Pillsbury Godfrey (203) R	Sterling Ladies Fair 11-11:25	C-P-P Strike It Rich (179)
11:15	Paging the Judge	Liggett & Myers WMF Pillsbury Tu-Th (204) R	Queen For a Day	"
11:30	Campbell Double or Nothing 11:30-11:55	Contnl. Baking Make Up Your Mind (54)	Tues. & Thur. Quaker M W F-Sust.	C-P-P The Phrase that Pays (183)
11:45	Toni—Tu&Th Turn to a Friend 11:55-12:25	P&G Ivory Snow Rosemary (115)	M-F 11:45-12 P. Lorillard	Second Chance
12:00 N	Jack Berch Prudential 12:25-12:30	General Foods Wendy Warren (159)	Miles Labs Curt Massey Time	No Network Service
12:15 PM		Lever Bros. Aunt Jenny (177)	Johnson & Son News 12:15-12:20	
12:30	General Mills The Bill Ring Show	Whitehall Helen Trent (183)	12:20-12:30 Carl Warren's Guest Time	"
12:45	Not in Service	Whitehall Our Gal Sunday (178)	12:30-1 No Service	"
1:00	Co-op Paul Harvey	P&G Ivory Road of Life (151)	Co-op Cedric Foster	"
1:15	Co-op Ted Malone	P&G Oxydol Ma Perkins	Music By Willard	"

SATURDAY

	ABC	CBS	MBS	NBC
1:30 PM	Co-op No School Today	Co-op News	No Network Service	Sketty Oil This Farming Business (30)
1:45	"	No Service	"	Howdy-Doody 8:30-9:30 a.m.*
2:00	"	Garden Gate	"	My Secret Story
2:15	"	Holland Furnace Morgan Baker (20)	"	"
2:30	Co-op	Animal, Fin. Galen Drake(76)* 10-10:15 a.m.	TBA	Woman in Love
2:45	"	Robt. Q. Lewis Milner Products (125)	"	"
3:00	Ralston Space Patrol (284)	Let's Pretend	10:30-10:35 Johnson News 10:35-11-TBA	Pet Milk Mary Lee Taylor (144)
3:15	"	"	"	"
3:30	Front & Center	Romance	Helen Hall	TBA
3:45	"	"	No Network Service	"
4:00	All-League Clubhouse S	Cannon Mills Give & Take (157)	Farm Quiz	"
4:15	"	"		"
4:30	101 Ranch Boys S	Cream of Wheat Theatre of Today (160)	Quaker Man on the Farm	News (12-12:05)
4:45	"	"	"	Dude Ranch Jamboree (12:05-12:30) S
5:00	American Farmer S	Carnation, Stars Over Hollywood (197)	5th Army Band	Coffee in Washington
5:15	"	"	"	"
5:30	Navy Hour S	Toni Fun For All (204)	Dance Orch	Allis-Chalmers Natl. Farm & H. Hour (188)
5:45 PM	"	"	"	"

FOR OCTOBER 1953

THURSDAY

NBC	ABC	CBS	MBS	NBC	
Kaltenborn	Not in Service	Matrs. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	News	6:00 PM
NBC Sports Review (MM)	"	Dwight Cook's Guest Book	"	NBC Sports Review (MM)	
No Network Service	Budweiser Bill Stern	No Service	"	No Network Service	6:15
Sun Oil Co. 3-Star Extra (34)	Co-op George Hicks	Kaiser-Fraser Lowell Thomas (152) R	"	Sun Oil Co. 3-Star Extra (34)	
Inter. Harvester News Parade (53)	Vandercook CIO	Toni, Man. Soap Family Skeleton (165) R	Fulton Lewis jr. (342)	Inter. Harvester News Parade (53)	6:30
No Network Service	Co-op Elmer Davis	Johnny Mercer Show	Co-op Three Suns	No Network Service	
Miles Labs News of World (168)	Starr of Space	Langines Wittnauer Choraliers (126) R	Deepfreeze Appliance Gabriel Heatter	Miles Labs News of World (168)	6:45
Miles Labs 1 Man's Family (166) Rp	" (See Footnote)	Am. Oil- Ed. R. Murrow (98)	7:50-8 Bonnie Blue & Her Boys	Miles Labs 1 Man's Family (166) Rp	
R. J. Reynolds Walk a Mile (196)	3-City Byline S	Brylcreem Meet Millie (198) R	Official Detective	General Foods Roy Rogers (162)	7:00
"	Burlington Mills Sammy Kaye	"	• "	" News 8:25	
Kraft Gildersleeve (160)	Hollywood Love Story	Rogers of the Gazette	Co-op Nightmare	General Foods Father Knows Best (160)	7:15
"	Mike Malloy	"	"	"	
DeSoto Plymouth Dealers, Groucho (191)	The George Jessel Show	Gen. Elec. Comedy Theatre (195)	9:05 Philip Morris Sports-"Ten"	Pet Milk Truth or Consequences (166)	7:30
"	"	"	Co-op News Reel	"	
Amer. Cig. & Cig. Big Story (192)	Horatio Hornblower	Jergens Time for Love (129)	Philip Morris My Little Margie	9:30 News Eddie Cantor *OT 9:35 10:00	7:45
"	"	"	"	"	
Fibber McGee & Molly	ABC Late News 10:00-10:05	Amer. Tob. Horace Heidt (210)	A. F. of L. Frank Edwards (151)	Fibber McGee & Molly	8:00
Can You Top This?	Co-op Headline Edition	"	Put It To Pat	Can You Top This?	
M. Mueller News	Gunnar Back	10:30-35 Robert Trout Cedric Adams	(Coca-Cola) Coke Time	M. Mueller News	8:15
Jason and the Golden Fleece 10:35-11:00	Orchestra (See Footnote)	Three Suns	"	Jane Pickens Show 10:35-11 Co-op	
No Network Service	"	"	"	No Network Service	8:30
News of the World Morgan Beatty	Martha Lou Harp S	News	Co-op Ed Pettitt-News	News of the World Morgan Beatty	
	Sports Report S	Dance Orchestra	U.N. Highlights		8:45

FRIDAY

NBC	ABC	CBS	MBS	NBC	
Kaltenborn	Not in Service	Matrs. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	Kaltenborn	6:00 PM
NBC Sports Review (MM)	"	Dwight Cook's Guest Book	"	NBC Sports Review (MM)	
No Network Service	Budweiser Bill Stern	No Service	"	No Network Service	6:15
Sun Oil Co. 3-Star Extra (34)	Co-op George Hicks	Kaiser-Frazer Lowell Thomas (152) R	"	Sun Oil Co. 3-Star Extra (34)	
Inter. Harvester News Parade (53)	Vandercook CIO	Toni, Man. Soap Family Skeleton (165) R	Fulton Lewis jr. (342)	Inter. Harvester News Parade (53)	6:30
No Network Service	Co-op Elmer Davis	General Foods Beulah (140) R	Co-op Three Suns	No Network Service	
Miles Labs News of World (168)	Gen. Mills, Lone Ranger (153)	Junior Miss	Union Pharma. Gabriel Heatter	Miles Labs News of World (168)	6:45
Miles Labs 1 Man's Family (166) Rp	" (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (98)	Liggett & Myers Perry Como	Miles Labs 1 Man's Family (166) Rp	
Coca-Cola Co. Coke Time (195)	3-City Byline S	Brylcreem P & G Mr. Keen (198) R	Take a Number *	Coca-Cola Co. Coke Time (195)	7:00
Chevrolet Dinah Shore (198)	Burlington Mills Sammy Kaye	"	• "	Chevrolet Dinah Shore (198)	
Amer. Dairy Bob Hope (198)	Hollywood Love Story	Stage Struck	Co-op Starlight Theatre	Amer. Dairy Bob Hope (198)	7:15
"	Mike Malloy	"	"	"	
RCA Harris Faye (198)	Hotpoint & Lambert Ozzie & Harriet	"	9:05 Philip Morris Sports-"Ten"	RCA Harris Faye (198)	7:30
"	"	"	Co-op Newsreel	"	
9:30 News TBA 9:30-10:00	Corliss Archer ECAD 9:30-9:55	Locke Stove Duke of Paducah (20)	Great Day Show	9:30 News TBA 9:30-10:00	7:45
"	"	"	"	"	
Fibber McGee & Molly	9:55 10:00-TBA	Capitol Cloakroom	A. F. of L. Frank Edwards (26)	Fibber McGee & Molly	8:00
Can You Top This?	10:00 Fights Gillette	"	Tomorrow's Football	Can You Top This?	
M. Mueller News	"	10:30-10:35 Robert Trout	Dance Orchestra	M. Mueller News	8:15
Radio City Previews 10:35-10:45 Pro and Con	"	10:35 10:40 Murine Co. Cedric Adams (167)	"	Radio City Previews 10:35-10:45 Pro and Con	
No Network Service	Martha Lou Harp S	Dance Orchestra	Co-op E. D. Pettitt News	No Network Service	8:30
News of the World Morgan Beatty	Frank & Jackson	News	U.N. Highlights	News of the World Morgan Beatty	
		Dance Orchestra			8:45

SATURDAY

NBC	ABC	CBS	MBS	NBC	
George Hicks News	Labor	Sam Jones Politics	Dance Orchestra	George Hicks News	6:00 PM
H. V. Kaltenborn News	Management S	UN on the Record	"	H. V. Kaltenborn News	6:15
NBC Symphony	Co-op Bob Finnegan Sports	Saturday Sports Roundup	Dinner Date	NBC Symphony	6:30
"	Una Mae Carlisle	Daniel Schorr News	"	"	6:45
"Hawthorne TBA"	Disaster Strikes	Saturday at the Chase	Co-op Al Helfer	"Hawthorne TBA"	7:00
"	John McVane News S	"	Report From The Pentagon	"	7:15
TBA	Dinner At The Green Room S	Broadway Is My Beat	7:30-7:55 Where In The World	TBA	7:30
"	"	"	State Farm Auto Ins. Co. C. Brown	"	7:45
"	Dancing Party S	Gen. Foods Gunsmoke (99) R	20 Questions	"	8:00
"	"	Sanka Salute (99) R 9:25-30 p.m.	• "	"	8:15
"	"	Gangbusters	Co-op Virginia Barn Dance	"	8:30
"	"	"	"	"	8:45
"	"	P. Lorillard Two For The Money (206)	(Co-op) New England Barn Dance Jamboree	"	9:00
"	"	"		"	9:15
R. J. Reynolds Grand Ole Opry (91)	"	Saturday Night Country Style	Lombardoland U.S.A. S	R. J. Reynolds Grand Ole Opry (91)	9:30
"	"	"	"	"	9:45
Ralston Purina Eddie Arnold Show (115)	Orchestra S	"	Chicago Theatre of the Air S	Ralston Purina Eddie Arnold Show (115)	10:00
"	"	"	"	"	10:15
Pee Wee King Show Co-op	Treasury Show	10:30-35 News Daniel Schorr	"	Pee Wee King Show Co-op	10:30
"	"	Dance Orchestra	"	"	10:45
News from NBC	News S	News	Co-op Ed Pettitt	News from NBC	11:00
Joseph C. Harsch Commentary	Orchestra	Dance Orchestra	Dance Orchestra	Joseph C. Harsch Commentary	11:15 PM

SUNDAY

CBS	MBS	NBC
	Lutheran Hour (Lutheran)	U. of Chicago Roundtable
	"	"
	Bandstand USA	The Catholic Hour
	"	"
	US Military Academy Band	Better Living Clinic
	"	Report on America
	Vandeventer News	The Golden Treasury
	J. R. Wood Lanny Ross	"
	Mr. District Attorney (Co-op)	Golden Voices
	"	"
	Under Arrest	Weekends
	"	"
	4:30-4:55 Crime Fighters	"
	4:55 News S	"
	The Shadow Co-op	"
	"	"
	True Detective Mysteries	"
	"	"

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
Closed Circuit	P&G Crisco Dr. Malone (161)	Luncheon with Lopez	Pauline Frederick Reporting — Co-op
"	P&G Duz Guiding Light (160)	"	No Service
Co-op M. M. McBride	GF Swan-Cal. Mrs. Burton (143)	Say It With Music	"
"	P&G Tide Perry Mason (168)	2:25 Johnson & Son, News	"
Jack's Place 2:35-4:00	Toni, Seeman Nora Drake (194)	Wonderful City	Armour (191) Dial Dave Garroway
"	P&G Ivory Fl. Brighter Day (170)	"	Jane Pickens 2:55 News Banghart
Gen Mills Joe Emerson (27 stns)	Miles Labs Hilltop House (146) R	"	P&G Life-Beautiful (170)
"	Lever, Kellogg Houseparty * (192) R	Co-op John B. Gambling	P&G Road of Life (163)
"	Pillsbury House Party (197) R *	"	P&G Pepper Young (166)
"	Toni, Man. Soap Wizard of Odds (175)	"	P&G Right to Happiness (163)
Jack Owens	Gen. Fds.(4-4:05) Robt. Q. Lewis (84)	Co-op Baukhage-News	P&G Backstage Wife (175)
"	Corn Prod. Sunshine Sue (54)	No Service	Sterling Drug Stella Dallas (151)
Music in the Afternoon S		Co-op Welcome Ranch	Sterling Drug Young Widder Brown (151)
"	" 4:55-5 News	"	Manhtn. Soap Woman in My House (181)
Co-op Big Jon & Sparkie	5-5:45 p.m. No Service	Tu&Th Quaker Sgt. Preston of the Yukon	Whitehall† Just Plain Bill (143)
The Westernaires	"	M-W-F Songs of the B-BAR-B S	Whitehall Front Page Farrell† (138)
Lum & Abner Co-op	"	5:30-5:55 M W F-Kellogg (Wild Bill Hickok Tu & Th Derby-Sky King	C-P-P Lorenzo Jones (191)
John Conte S	Miles Labs Curt Massey		It Pays To Be Married

SATURDAY

ABC	CBS	MBS	NBC
Vincent Lopez Show S	TBA	Sports Parade	U. S. Army Band S
"	"	Co-op Football Game of the Week	"
Co-op Football	Hormel & Co. Music with H. Girls (124)	"	TBA
"	"	"	"
"	Football Games (Sust.)	"	Design for Listening
"	"	"	"
"	"	"	What's the Score
"	"	"	"
"	"	"	Footnotes 3:30-3:40 Fitzgerald News 3:40
"	"	"	Football Games 3:45-6:15 Approx.
"	"	"	"
"	"	"	"
"	"	Mac McGuire Show	"
"	"	"	"
Tea & Crumpets	"	Record Party	"
"	"	"	"
"	Treasury Bandstand	"	"
Club Aluminum Club Time	"	5:50-6 Johnson & Son	"

Explanation: Listings in order: Sponsor, name of program, number of stations; S sustaining; R rebroadcast West Coast; TBA to be announced; RP repeat performance. Time EDT.

ABC—8:55-9 a.m., 2:30-2:35 p.m., 4:25-4:30 p.m., M-W-F., Time for Betty Crocker, Gen. Mills (319).
7:55-8 p.m., M-F, Chesterfield Cigarettes, Les Griffith & The News. (332).
10:30-10:35 p.m., M-F, Philco Corp., Edwin C. Hill and the Human Side of the News (310) Chevrolet now sponsors 24 5-minute newscasts each weekend.

CBS—8:30- 9:15 a.m. Sun. General Foods Corp. Sunday Gatherin' 108.
11:30-11:35 a.m. Sun. Peter Hackes—News (8)
3:15- 3:30 p.m. MWF Lever—Houseparty 178
3:15- 3:30 p.m. Tue Kellogg—&Houseparty 192
3:15- 3:30 p.m. Fri Green Giant—Houseparty 170
3:30- 3:45 p.m. M-Th Pillsbury—Houseparty 187
3:30- 3:45 p.m. Fri Kellogg—Houseparty 192
4-4:15 p.m. M-F Gen Fds.—Grady Cole 43
4-4:05 p.m. M-F Gen. Fds.—Robert Q. Lewis 84
Arthur Godfrey Clients 10-10:30 a.m.
10-10:15 a.m. Knowmark & Kellogg (alt. days) 204.
10-10:15 a.m. Knowmark & Mutual Benefit (alt. days) 204
10:15-30 a.m. Snow Crop & Kleenex (alt. days) 195.
10:30-45 a.m. Frigidaire Tu. Th.; Star Kist M. W. Alt. Fri. 193.
10:15-11 a.m. Lever M.-W., Toni Tu-Th. (alt. Fri.) 203.
11-11:15 a.m. Pillsbury M.-W., alt. Fri.; Natl. Bis., Tu. Th., alt. Fri. 204.
11:15-30 a.m. Liggett & Meyers M.-W.-F.; Pillsbury Tu.-Th. 204

MBS—M-F 8:55-9:00 a.m.—Gabriel Heatter-Block Drug & YCA Labs, alternate days
11:25-11:30 a.m. M-Sat. Johnson & Son News
5:55-6:00 p.m., M-F, Cecil Brown-S. C. Johnson
9-9:05 p.m. M-F. Johns-Manville. Bill Henry.
Saturday 8-8:30 p.m.—Twenty Questions—Credit Union National Assn. Sponsors 15 min only—alternate weeks—
Multi-Message Plan: Participating sponsors—M-F 8:00-8:30 p.m. Lever Bros.—Mon.-Fri. R. J. Reynolds Tobacco Co.—Mon., Tues. & Thurs.
Emerson Drug—Mon. & Wed.
S.O.S. Co.—Mon-Fri. 8-8:30 p.m.
Tues. & Thurs., 7:45-7:50 p.m.—Titus Moody-Emerson Drug.

NBC—8-8:15 a.m., Skelly Oil, M-F, News (28); 8:15-8:30 a.m., M-F, Serutan Co., "Victor Lindlahr", 153 stations.
† Whitehall Pharm. & Carter Co., "Just Plain Bill" alt. dates, Whitehall, "Front Page Farrell" alt. days.
* MM—"Minute Man" Programs.
* OT Operation Tandem

IN THE BLACK IN 30 DAYS

IT TOOK more than a Doubting Thomas to put a uhf station on the air back in mid-June, when word of the fiasco at Roanoke began to get around. But Tom K. Cassel, partner-general manager, went ahead and started programming on WTVE (TV) Elmira, N. Y. (uhf ch. 24), "amid the copious tears and clucking tongues of alleged well-wishers who were sure financial ruin was the only achievable goal of tv in a market smaller than the big fifteen."

Mr. Cassel's unwillingness to share this gloomy viewpoint was reinforced when WTVE went into the black one month later.

For the benefit of "all who like stories with a happy ending," says Manager Cassel, WTVE's rosy sales picture came about, not through gigantic block sales of time at high card rates, but by "many small sales" to satisfied clients.

Mr. Cassel hands over a lot of credit to local set dealers and servicemen, "whose 100% cooperation has accounted for 9,500 conversions and sets in the primary area, with the number growing as fast as installations can be made."

Also not to be overlooked, says the WTVE manager, is the station's staff of 11, "whose pride and pleasure in working 12 to 15 hours a day for seven days a week has put the station on a firm engineering and programming foundation." In fact, Mr. Cassel thinks WTVE's small, well-organized staff is the key to its successful operation. It includes a manager, two salesmen, a bookkeeper-receptionist, a photographer-newsman, a program director-announcer, an announcer, a film man, a chief engineer and two engineers. Overseeing the effort is Chief Engineer Bob Beurket, who has provided "a clear, steady picture since June 15, with no time lost because of transmitter failure," and Program Director Jim Pattison, who has arranged for 38 hours of programming per week, with only 6½ hours of network.

Manager Cassel is quick to add that the market itself has no little bearing on WTVE's success. There are 112,400 families in the coverage area, he says, with an annual income of $494,465,000 —78% higher than the national average.

WTVE's services on a spot basis have been used by national accounts such as Sun Oil, Borden's Cheese, Oldsmobile, Bell Telephone, Shinola, Rival Dog Food and Schaefer's beer. Among 81 local accounts are H. S. Bennett (optician), Fairview Tavern, Ritz Beauty Salon, Central Radio, Farmer's National Bank of Athens, Pa., Rosenbaum's Dept. Store, J. P. & M. Sullivan and Spirawks.

All four tv networks feed WTVE. The station had three hours of network programming on its schedule Aug. 31 and has scheduled eight hours to begin by Oct. 1.

in those days—and this is only 18 or 19 years ago—went like this. And this is the complete, actual, as-broadcast sales story on the *Colgate House Party* — starring Joe Cook:

Announcer:

She is not fair to outward view
As many maidens be
Her loveliness I never knew
Until she smiled at me.

Don't you feel the same way—that a warm, brilliant smile can make even a plain person attractive? Then you can understand why I urge people so earnestly to be careful of the kind of toothpaste they use—because their smiles can be no brighter than their teeth. If any of you ladies and gentlemen have *discolored* teeth, don't give up hope of having an attractive smile. Because discolored teeth are simply stained teeth, stained by things you eat and drink and smoke. And those stains can be removed, but only by a dentifrice with *two* cleansing actions. Most toothpastes have only *one*. That's why your teeth may *still* be discolored, even though you brush them regularly. But Colgate's Dental Cream, on the other hand, has the two cleansing actions a dentifrice *must* have to rid your teeth of *all* discolorations, a penetrating foam that washes away most of the stains, and a gentle polishing action which removes all the rest of the stains, and, in addition, polishes your teeth to a brilliant, sparkling lustre. If you prefer powder, Colgate's Dental Powder gives the same amazing results. So if you want a brighter smile, you want brighter teeth. And you'll *get* brighter teeth if you get Colgate's! *Try* it! . . . remembering *this* . . . we back up every claim we've ever made for Colgate's with the most startling guarantee ever offered by a toothpaste manufacturer. Use just one tube of Colgate's Dental Cream, then look in your mirror. If it doesn't reflect a smile made brighter and teeth made whiter by Colgate's than by any *other* toothpaste you *ever used*, just send the empty tube to Colgate's, Jersey City, New Jersey, and we'll send you twice what you paid for the toothpaste, plus the postage. Colgate's Dental Powder is sold with the same double-your-money-back guarantee. Remember—*you're* the judge. Remember, too, that both the Powder and the Tooth Paste cost only 20¢ for the large size, or 35¢ for the giant size holding more than twice as much. And that makes Colgate's the most economical beauty treatment in the world.

A few too many thoughts, don't you think? *We* did, and we asked Dr. Gallup to prove it. He felt that *another* show we had on the air at the same time offered the ideal opportunity for such research, *Roxy and His Gang*, in that it was a 45-minute show carrying three commercials, each elaborating on three sales points per commercial, each commercial telling the complete sales story. Castoria was the product.

He set up his testing groups—scientifically selected as to age, sex, economic status, geographic location, and so on. And found that less than one-third of the people knew what in Castoria's name we were talking about.

The next week we still had three commercials. But each commercial covered only one specific point about the product.

His tests on *these* commercials showed that almost *three* times the number of people knew what we were talking about. Penetration was practically three times greater when we elaborately built up three points —one in each commercial—than when we talked about all three points in all three commercials. *Simplicity*. Something we are prone to get away from so easily, so gradually, so unconsciously, yet so detrimentally.

So it's better to take just one point about the product—and only such other subordinate ones as serve to build or emphasize it—than it is to take two, or three, or four, and do a short-changed, confusing job on all.

Further research verified what we'd always felt, that the star or featured members of the program could make the commercial more effective and more palatable, if adroitly used—and used in character. Ed Wynn and Jack Benny made the first firm steps in that direction—as early as 1932.

Still further findings indicated that, "And now a message from our sponsor," was an invitation to make another drink or to tell whoever was listening to the radio with you about the funny thing that happened to you on your way to the office—or the plowshed, today.

That commercials should be in the mood of the show, that they should blend into and out of the entertainment, when possible, when natural, when in good taste.

That the successful show elements can be successful commercial elements.

The first commercial built around those findings came on the show which but one month before carried the commercial we plowed through a little while ago. It was a parody—a part of Joe Cook's show. Joe sang it.

Joe Cook:

One night I was riding along in my buggy—
I talked to my girl—Miss MacGillicaduggy
But she was so cold to my kiss and my huggy
That I asked her to please tell my why.
She said: "Let us go to the circus tonight
And while there you look up above!"
We did, and my poor, lovesick heart skipped a beat
When I saw who had stolen my love . . .
Oh—he flew through the air with the greatest of ease
'Twas the daring young man on the flying trapeze
His face full of smiles, and his hair full of grease
Had stolen my sweetheart away.
I said: "He's a blackguard—he's false, and he's vile
Oh, how could you fall for his cunning and guile!"
She said: "I was won by his dazzling white smile—
Just look, and you'll see for yourself!"
I watched as he swung from his perilous perch
And turn one or two somersaults;
But a big gust of wind give his trapeze a lurch
And bounced out his teeth—they were false!
Oh, they sailed through the air with the greatest of ease,
And landed right there by my startled girl's knees,
I said: "Don't you see, dear—he never could please—
For the man, like his teeth, is just false!"
But I'd learned my lesson—I went home that night
I swore I would get my own teeth clean and bright

If my girl liked smiles—then I'd have to smile right,
So I bought me some Colgate's Tooth Paste.
I scrubbed every molar and cuspid and then
I looked in the glass on my shelf—
And honest-to-goodness, my teeth were so bright
That I fell right in love with myself!
But, I won back my girl with the greatest of ease
She won't look at men, even on a trapeze,
And I must thank Colgate's Tooth Paste, if you please,
For your smile is as bright as your teeth.

Please don't misunderstand me. I'm not holding that up as an example of the ideal commercial. That was almost 19 years ago. It was just a first step toward better commercials. But the studio audience applauded it. Almost all of the New York radio editors carried a story about it. And we got fan mail on it. But more important, product identification and sales penetration was the highest of anything we'd tested up to that time.

Also at that time, we began *reading* our commercials to clients instead of presenting them as we did copy. Because the most natural thing in the world for an advertising manager to do when he sees a piece of copy coming through the door under a contract man's arm is to reach for his pencil. Which is always sharpened. But a commercial is a fleeting, overall impression. Either it makes the listener—who hears it but once—want to *buy*, or it doesn't touch him at all. If the idea of the commercial and the words expressing that idea don't sell you completely the first time you hear it, the commercial is no good.

We also began having our commercial writers attend client meetings. For if any policy changes had to be made, the man, or woman, who wrote the commercial should make those changes. Because a good commercial is like a chain. Each sentence links into the one that's gone before. Each sentence should have the same carry-over to the next one that each episode of a daytime serial has.

And the changing of a word or a phrase by a person who hasn't built that commercial can often result in the loss of listener-interest at the point the change is made.

Changes in Rehearsal

We also started the practice of commercial writers attending dress rehearsals, armed with the authority to make any on-the-spot changes necessary to make the commercial more a part of the show or to change the position of the sales message in the show. This was another step forward, for just as better shows are built at rehearsals, so can better commercials be built.

And grave mistakes can be avoided. I remember one Sunday night some years ago listening to Charles Boyer in a love story. It was sponsored by a cosmetic firm. As the first half of the broadcast reached its romantic climax Mr. Boyer and the inevitable girl were on mike alone. He was making love to her—that is, as much love as continuity acceptance and the Legion of Decency permitted. But she wasn't having any. Not at the old AFRA rates, anyhow. However, gradually she began to give in. As Boyer breathed down her bodice, she ended the act with a weakening, "No—no—no." And without any applause, or musical curtain, or *anything*, the announcer suddenly boomed in with, "What is it every women wants to lose?"—"Her heart," he said, after a slight pause. But it was too late. The boat had sailed. Had the commercial writer and the production man known what the other was doing, that wouldn't have happened.

There's just one more thing I'd like to touch on, a practice which hinders the creation of better commercials. Too many of us are guilty of thinking in terms of the *number* of *minutes* we have to sell in rather than how can we best sell our products *regardless* of time limit. You know I mean, of course, the 10% of program-time limit which we all respect, except on local programs, or disk jockeys. If you can do an intelligent, effective, pleasing sales job on a half-hour show in two minutes, *do* it in two minutes and get off. If it takes the full three minutes, that's O.K., too. But let's be guided by our judgment, our ability, our salesmanship, and our hearts—not by our stopwatches. For it's not how much or how little you say but *how* you say *what* you say that counts. Very often even a 30-second commercial can irritate more people, create more ill-will and invite more criticism than a five minute one—were five minute commercials permitted. You know the kind I mean—commercials which take only a half a minute to deliver—a delivery with all the ease of child-birth—and with so may trip-hammer product mentions that you want to run—not walk—to the nearest exists.

A Word About Tv

What about television commercials?

There isn't a thing we've discussed about radio copy that doesn't apply to this newest and most effective tool of advertising yet devised. *Effective*—oh, gee. Our tests over the past four years have shown that sponsor identification in television is about double that of radio. Even when a show has been on radio for seven years—and the same show on television only seven weeks.

The same thing holds true for penetration of sales points. The average is double for television.

And why shouldn't it be? Think of what the copywriter has to work with! For his television commercial he can draw on radio, movies, the legitimate theatre, musical comedy, magazines, newspapers, billboards, animation—yes, and even skywriting. The only thing he's limited by is his imagination. And his client's budget.

Advertising has come a long way in the creation of good—selling—radio commercials. When you compare their age and their effectiveness with that of publication copy a loud cheer is in order for their rapid growth and great accomplishments. And the same can be said with double emphasis for *television* commercials.

But right now—even the best isn't good enough. New ideas are needed—new methods are indicated—new understanding is necessary. But I'm sure that the same kind of ingenuity and inventiveness and research and experience and judgment which made commercials so effective so quickly for ideas, ideals, products, premiums and services will make them more effective.

"Myopic Mike"

Mike's Day—

There was a *hum* in the air—things were beginning to look up for Mike—he was going to build a new, large radio audience from SESAC's Transcribed Library.

Suddenly the door bell rang—Mike pushed back his new glasses and dashed for the front door.

It was his favorite radio postman with a large package for him—and it came from SESAC.

Mike couldn't wait to open it up—imagine all those things—

* Sales Aids that Sell Time for You
* Network-Calibre Scripts
* Bridges, Moods and Themes
* Music for Every Type of Program and Sponsor

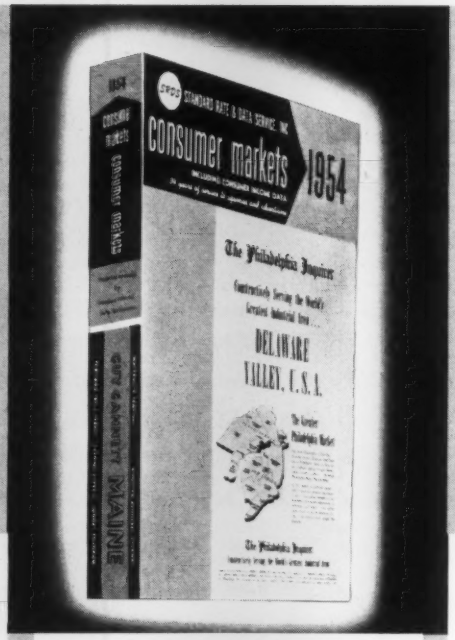
The Lowest-Priced Complete Program Service

Now Mike could set up *Operation SESAC* with many fine program aids—and build that large radio audience.

write for details

SESAC Transcribed Library

475 Fifth Ave., New York 17



Standard Rate consumer

MAKE YOUR SPACE

Constant, year-round use by the men who select markets and media makes CONSUMER MARKETS the place to tell your station's story.

A director of media:
"Always kept handy for ready performance."

A media director:
"Invaluable as a source of market information."

A national advertiser:
"We use CONSUMER MARKETS regularly. It offers much help in laying out our merchandising plans each season . . . and in the intelligent spending of our advertising budget."

Says a media director:
"A very valuable addition to the regular SRDS Services . . . indispensable in making up schedules."

Advertising Manager:
"An invaluable asset to all market problems."

Research director:
"Extremely valuable in all our market research work."

Consumer Markets is the market data book especially prepared for use in making up advertising schedules

As such, it is the most usable, complete single source for advertisers, agency people engaged in market research and media selection, and for station managers who have a story to tell to prospective advertisers.

how **Consumer Markets** provides data that helps advertisers and agencies buy time

In one volume for quick reference, the new CONSUMER MARKETS will contain data on cities, counties, metropolitan areas, states and regions throughout the U.S. Here are the three major kinds of useful information that are *fully* covered:

Market Size Population, number of households, consumer spending units with rankings and trends. Clear outline maps for every city of 50,000 or more population and for every state *and* for Alaska and Hawaii. Standard metropolitan area data included.

Sales Experience Total retail sales, per household sales, sales by nine store classes, number of stores in each class, all set up by counties and cities.

announces an expanded edition of markets to be published in May 1954

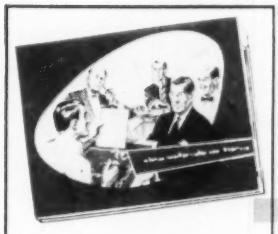
RESERVATIONS NOW FOR PREFERRED POSITION

Sales Potential Exclusive data on spendable income, income per household, and number of consumer units by *four separate income groups*, set up by counties and cities. (see below). Current farm population, gross farm income, income per farm, number of farms, electrified farms, farm households, number of farm trucks and tractors, livestock and crop income, plus tables, trends, rankings to help advertisers spend dollars where they will do the most good.

New Consumer Income Data Tables will multiply user traffic in the new CONSUMER MARKETS

	Households	Consumer Spendable Inc. ($000)	Income Per Household $	Total Consumer Units	NUMBER OF CONSUMER UNITS BY INCOME GROUPS Under $2,000	$2,000-3,999	$4,000-5,999	$6,000 & Over
LITCHFIELD	29,380	161,791	5,507	30,739	6,108	11,267	7,786	5,578
Torrington	8,320	44,581	5,358	8,331	1,234	3,354	2,408	1,335
Winsted	2,610	13,954	5,346	2,880	642	1,021	778	439
MIDDLESEX	18,970	107,057	5,643	20,772	4,329	7,611	4,895	3,937
*Middletown	7,470	45,683	6,116	8,997	1,842	3,360	2,101	1,694
NEW HAVEN	157,650	909,081	5,766	180,293	33,704	65,078	46,170	35,341
Ansonia	5,530	30,135	5,449	6,152	1,007	2,603	1,676	866
Derby	2,970	15,186	5,113	2,957	522	1,128	690	617
Meriden	13,380	76,333	5,705	14,331	2,325	5,274	4,060	2,672
Meriden tion	17,110	102,093	5,967	18,624	2,834	6,546	5,528	3,716
Naugatuck	5,240	34,396	6,564	5,700	587	1,849	1,857	1,407
**New Haven	47,020	281,486	5,987	59,909	15,468	22,065	12,540	9,836
Seymour	1,550	10,215	6,590	1,869	216	710	589	354
Wallingford	3,730	25,760	6,906	4,293	509	1,272	1,468	1,044

Newly compiled consumer income data tells at a glance *how many* have *how much* to spend, and *where* they are. This goes beyond general averages, tells how many consumer units there are in each of four groups; under $2000; $2000 to $3999; $4000 to $5999; and $6000 and over . . . by counties, metropolitan areas and cities.



For quick information on the 1954 CONSUMER MARKETS, including rates and closing dates, send for the brochure, "Where Media Sales are Born."

Reserve space NOW, in the new, expanded 1954 CONSUMER MARKETS . . buy of the year for the station with a story that will *sell* all year!

consumer markets

THE COMPREHENSIVE SINGLE SOURCE OF AUTHORITATIVE MARKET DATA INCLUDING INCOME BREAKDOWNS

SRDS

Published by Standard Rate & Data Service, Inc.
Walter E. Botthof, Publisher 1740 Ridge Ave., Evanston, Illinois
New York • Chicago • Los Angeles

TELECAST OF CHECK BY ABRAHAM LINCOLN INAUGURATES WASHINGTON BANK CLOSED CIRCUIT

A CHECK written by President Abe Lincoln in 1861 was the first document transmitted over the closed circuit tv installation inaugurated Sept. 18 in historic 117-year-old Riggs National Bank, Washington, D. C. The RCA installation, which connects the bookkeeping and records department several blocks away from the main bank building facing the Treasury Dept. on famed Pennsylvania Ave., features a built-in 10-in. receiver in a specially-designed banker's desk for the use of bank officials wishing instantaneous facsimiles of customer's signatures and other information. The desk is equipped with microphone and control equipment to operate the internal tv system.

Heart of the RCA installation is the Vidicon camera tube, about the size of a cigar (1x6-in.). Similar installations have been successfully used in a wide range of applications in the business and industrial world, W. W. Watts, vice president in charge of Technical Products Dept., RCA Victor, said.

At the ceremonies opening the system were Riggs President Robert V. Fleming, Vice President and Cashier John C. McCormack, and Francis H. Engel, assistant to Mr. Watts.

THE CLOSED CIRCUIT tv image of President Lincoln's check is viewed by Riggs Vice President John C. McCormack (l) and Francis H. Engel of RCA. James Crane of American Amplifier and Tv Co. checks by telephone on the transmission.

Shops Shop, Buy on KXA

A GIANT shopping center in Seattle, shopping about for a good advertising buy, has put its money down on the radio counter.

The purchase by Northgate is a big radio package, a 52-week contract for 20 spots daily on KXA Seattle. This agreement, KXA General Manager Hugh A. Smith points out, is the first long-range broadcast advertising vehicle for the north-end shopping center since it opened in 1950. The community shopping development has scores of tenant-merchants and parking space for 5,000 automobiles.

Announcements will promote individual merchants and will be aired within a new, two-hour (10 a.m.- 12 noon) program, featuring popular music and an 11 a.m. five-minute newscast, Mondays through Saturdays. The program will be broadcast from a specially-installed KXA studio in Northgate. Contract was signed by James B. Douglas, president of the Northgate Co., and John W. Mowbray, commercial manager of KXA. Paul Dunstan & Assoc., Seattle, is the Northgate agency.

Daily broadcasts will be piped over Northgate grounds through its public address system. A movie trailer, calling attention to the daily KXA radio show, will be shown at the Northgate Theatre. The station has mailed cards to agencies, clients and others, inviting them "to listen to the music America loves, with shopping tips from America's fabulous shopping center, Northgate."

For **MINUTE** spots to **SELL**

Youngstown, Ohio

call any Headley-Reed office or . . .

WFMJ RADIO and TELEVISION

101 W. Broadman St. . . . . Phone RI 3-4121

— PROGRAMS & PROMOTION

'STAGE STRUCK' PLAYBILL

TO PROMOTE interest in its *Stage Struck* weekly series, which will premiere this Friday, 8:30-9:30 p.m. EST, CBS Radio has distributed a souvenir "Playbill" to clients, agencies and special radio and theatrical lists. It is patterned after the "Playbill" distributed to patrons of New York's legitimate theatres replete with information on the theatre and with advertisements (with permission of the firms). CBS Radio is also advertising *Stage Struck* in the "Playbill" of some 20 legitimate theatres.

RECIPROCAL ADVERTISING

WBKB (TV) and WENR Chicago, ABC-United Paramount's o & o tv and radio outlets, and Chicago's Balaban & Katz Theatres have signed an agreement involving reciprocal trade advertising. Some 40 B & K Theatres in the Chicagoland area will carry trailers for both stations in exchange for B & K institutional announcements within the WBKB and WENR program schedules.

SPECIAL SHOWING

ADVERTISERS and agency representatives were offered a special treat during their Assn. of National Advertisers convention in Chicago last week (see separate story). The Ford Motor Co. made available a kinescope of its 50th anniversary multiple-network extravaganza as a special feature Wednesday morning. Showing was held because of some of the unusual techniques utilized in the presentation, it was explained.

RUBBER JOCKEY

"CINCH a big audience for your product with *St. Louis Ballroom*", advises KXOK St. Louis in a novelty mailing piece containing a finger-operated puppet. The station ties in the novelty, a yellow-garbed jockey, with this message, "Saddle your St. Louis sales to Ed Bonner."

'PRESIDENT'S WEEK'

A SERIES titled *The President's Week*, featuring Tex and Jinx (Falkenburg) McCrary, will be presented on NBC-Tv, Sunday 12:45-1 p.m. EST, starting this week (Oct. 4). Through the use of NBC-Tv News Film, live coverage and interviews, the McCrarys will attempt to give an intimate glimpse into the busy week of President and Mrs. Eisenhower.

COLUMBIA U. SERIES

NEGROES who were first to enter occupations formerly closed to members of their race will be the subject of a documentary radio series to be produced by Columbia U. students of broadcasting. Presented in cooperation with NBC and the Urban League of Westchester, the series will feature Negroes who have led the way in various occupational fields. Titled *Pilot Club*, the programs will be made available to interested stations in transcribed form.

ABC VIEWERS' GUIDE

INITIAL press run of 104,000 copies of the "ABC Television Viewer's Guide" has been ordered for distribution by Ford dealers in Midwest who are sponsoring, on a co-op basis, the home games of the Chicago Bears-Chicago Cardinals professional football teams on ABC-tv. The 24-page football booklet is being offered at cost to sponsors of the ABC-tv co-op program.

BALL SPEED MEASURED

ALLEN B. DuMONT LABS. Inc. was scheduled to conduct a test at Ebbets Field yesterday (Sunday) to determine the speed of a baseball pitched by hurlers of the Brooklyn Dodgers and Philadelphia Phillies. By use of DuMont's cathode-ray oscillograph, a company spokesman said, the speed of the ball thrown through two photo-electric cells would be measured to the fraction of a second.

WGN PLUGS ITS M-N-S

THEME of a new campaign by WGN Chicago to impress listeners with its new format is station's claim to "the best M-N-S in the business." For several days a sultry-voiced girl (Jackie Van) has been proclaiming the wonders of M-N-S on WGN: "Anyone who doesn't like M-N-S doesn't like home cookin' "; "M-N-S may not find a man—but it will sure keep him home after you've found him." After flood of inquiries, station finally has revealed the "answer," which it claims is no real mystery to its listeners. M-N-S stands for music-news-sports, in which the station has pioneered through the years.

MUSICAL ANNOUNCEMENTS

SERIES of musical announcements designed to increase "public exposure" to its kitchen and home laundry equipment has been announced by Hotpoint Co., Chicago. Announcements are 30-second and one-minute station breaks featuring original music and words recorded by top song artists. Company also is supplying additional radio script material good for this year, 1954 and 1955. Local announcer furnishes name of local dealer in each announcement. Agency is Maxon Inc.

DOLLAR FOR DENMARK HORSE

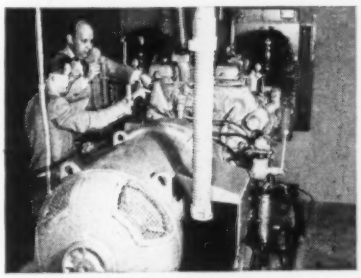
WHEN Louis Fontaine, WTAG Worcester, Mass., producer, aired a tape recording of an interview with the driver of Sandy Mac, the Danish "horse who went on vacation" on WTAG's *Main Street, Europe* program, at least one listener was quite impressed. Eight-year-old Joey Potvin of Worcester after hearing the horse's satisfied snorts as he devoured a bale of hay became worried that this year when Sandy Mac went on vacation with his driver (as he does every year) he might go hungry. So he sent a dollar to "Sandy Mac, The Horse.

WPEN for Penn

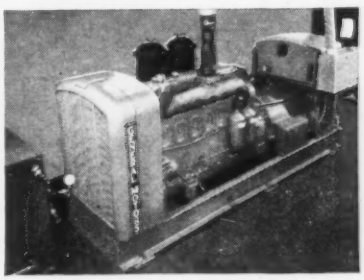
RADIO can promote food products. WPEN Philadelphia, which thinks so, has launched an advertising-merchandising plan for grocery products of the Penn Fruit Co., a leading local food chain.

As announced by William B. Caskey, general manager of the station, the plan, featuring product advertising on WPEN's six-day-a-week *Pat and Jack* show, 9:05-10 a. m., takes in merchandising in the stores, newspapers, direct mail and window posters. Penn Fruit will advertise its stores on a quarter-hour newscast following *Pat and Jack*. Promotion includes shelf markers in stores for participating products; directives to store supervisors and managers recommending extra display space and outlining specific promotion of products; blocks in Penn Fruit's newspaper ads, and other merchandising efforts in the stores.

GM DIESEL *Stand-by* GENERATOR SETS



WJR—Detroit, Michigan, uses 200 kw. GM Diesel generator set as stand-by power for 50,000-watt transmitter. Compactness of unit permitted installation in garage adjoining transmitter building—eliminating cost of a specially designed building.



WKTV—UTICA, N. Y., uses a 100 kw. General Motors Diesel generator set for stand-by power. Set can be started remotely from the control room. Low vibration characteristic of engine permitted installation in room adjacent to transmitter and within 30 feet of studio.

If you are planning stand-by power, be sure to check the advantages of General Motors Diesel generator sets, listed briefly below. GM Diesel generators are meeting the exacting requirements of military service in all parts of the world. They supply emergency power for more than 1100 telephone and telegraph exchanges—for microwave relay stations, for hospitals, government buildings, banks, airports. There is a GM Diesel distributor near you who will analyze your power requirements and make his recommendations without obligation. Look in the yellow pages of your phone book for his listing, or write direct to us.

- Wide range of models—12½ to 200 kw., 220 or 440 volts, single or three-phase current.
- Excellent frequency and voltage regulation for the most exacting requirements.
- Powered by General Motors Diesel engines—dependable, smooth 2-cycle operation—low cost maintenance—easy to service.
- Built by one manufacturer—one warranty, one responsibility for both engine and power generator.
- Instant push-button power starting on safe Diesel fuel—or fully automatic starting. Immediate power, no "warm-up" period.
- Dependable starting—no spark-ignition system to fail because of dampness or corrosion—always ready to start.
- Easy to install—compact—lightweight—requires no special building, no special base. Complete instrumentation provided.
- Distributors and Dealers throughout the country.

DETROIT DIESEL ENGINE DIVISION
GENERAL MOTORS • DETROIT 28, MICHIGAN
SINGLE ENGINES . . . 16 to 275 H.P. MULTIPLE UNITS . . . Up to 840 H.P.

It pays to Standardize on

Write for Generator Set Catalog 6 SA 20.

GM GENERAL MOTORS DIESEL POWER

Copenhagen." The result was a feature story in a Danish newspaper complete with pictures of the horse eating the hay purchased by Joey Potvin. Shortly afterwards, the boy received the newspaper clippings, a letter from Sandy Mac and a book of Hans Christian Andersen Fairy Tales "as a memory from Sandy Mac and his country, Denmark." The boy was subsequently interviewed on WTAG.

BIG SWITCH

"SHOEMAKER, stick to the last," seemed to be audience reaction to recent switch which saw Al Jarvis, KFWB Hollywood disc jockey, announce an inning's baseball play-by-play and Mark Scott, KFWB baseball announcer, take over 20-minute segment of Mr. Jarvis' *Make Believe Ballroom* program. The two had questioned difficulties of each other's field in what was described as "a heated argument" and decided on the switch, with audience response to determine the point. Station reported telephone calls and letters advised each to stick to own specialty.

FOOTBALL GUIDE

IN LINE with its fall advertising campaign, the radio and television department of Sylvania Electric Products Inc. has prepared the "Sylvania Television Home Viewer's Official 1953 Football Guide" for free distribution by its dealers throughout the country. The 52-page booklet, which covers the entire football season, contains the schedules and rosters of all teams that will participate in games to be telecast, both college and professional.

NEWSPAPER COVERS UHF

THE TWO uhf stations in Buffalo, N. Y., WBUF-TV and WBES-TV, were given coverage in a 28-page insert in the *Buffalo Courier-Express* on Sunday, Aug. 23. Each station bought one full page in this section, with the rest of the space being devoted to set sales and editorial material.

WIBW PROMOTION PIECE

"HIRE WIBW to drive your sales point home!" is the headline in the latest mailing piece sent out by that Topeka, Kan., station. Another in the continuing series of "gadget" mailings, long favored by General Manager Ben Ludy, this promotion piece includes three small screwdrivers. Brochure emphasizes three points: Full Kansas coverage; greater listener preference, and friendly selling power.

CONELRAD EXPLANATION

AN EXPLANATION of the Conelrad system was broadcast Friday over radio stations in the New York area as part of the first daytime test in the vicinity of plans of the broadcasting industry in the event of an enemy air raid. A 15-minute program of talks by civil defense officials on Conelrad was presented, with each station in operation on the air a few seconds and cutting off automatically to be replaced by another station.

CARICATURE CONTEST

KDKA Pittsburgh recently sponsored a contest among art students at the Art Institute of Pittsburgh, offering cash prizes for the best caricatures of staff personalities. Before being judged by newspaper artists, the caricatures were displayed in the window of the Farmers' National Bank.

GARDENING PROGRAMS

GERMAIN's Inc., L. A. (garden supply distributors) started weekly half-hour *My Garden and I* on KECA-TV that city which features Gordon Baker Lloyd demonstrating gardening activities from an outdoor garden. Firm also started weekly quarter-hour *Garden Vagabond* on KNXT (TV) that city, with Norvell Gillespie narrating filmed tours of foreign gardens. Both programs started Sept. 13 for 13 weeks. Agency is Dudley L. Logan Adv., L. A.

'BIG MO' MEASURES UP

ON A red yardstick that KSTM-TV St. Louis is distributing is written: "Any way you measure 'Big Mo' (KSTM-TV) is St. Louis' best buy."

VISIT TO 'GRAND OLE OPRY'

SUBJECT of a feature presentation in *Suntime*, Florida weekly magazine is the *Grand Ole Opry* program, originated from WSM Nashville, Tenn. Titled "Our Miss Mabie Goes to the Opry," the story, replete with pictures of "Opry" personalities, is written in a homey, chit-chat manner stressing the warmheartedness of the "Opry" folk.

EDUCATION SERIES

WAAM(TV) Baltimore will telecast educational programs in cooperation with the Baltimore City Dept. of Education, 10:45-11 a.m., Tuesday through Friday, beginning Oct. 6, the station announces. Subjects of the programs will include consumer education, child safety, music instruction, child-family relationships and information on developments within the school system. The morning time was selected for its adaptability to "in-school" viewing. Titles of the various programs are: *Your Baltimore Schools, Buyer Beware, Safety Sam, Words in Music, Instruments of the Orchestra* and *Family Affairs.*

NEGRO MARKET SURVEY

WWRL Woodside, N. Y., last week issued a seven-page survey of the Negro market in the New York area, containing information on population, and the format, pulse rating, listener response and cost of WWRL Negro programming. Copies of the report may be obtained by writing to WWRL, 41-30 58th St., Woodside, N. Y., or telephone Defender 5-1600.

PRESIDENT'S CUP REGATTA

A FLEET of hydroplanes competed on the Potomac River for the NBC trophy, in Washington's President's Cup Regatta, that city's biggest boating event, sponsored by WNBW (TV) and WRC there. The NBC trophy, a tall silver loving cup, was put up for competition in 1947 by Carleton D. Smith, NBC vice president.

HUMAN RELATIONS PROGRAM

LABOR-management relations and misunderstandings, the resulting problems and methods of reaching their solutions provide the topics of a new series of public affairs programs on KNBC San Francisco produced in cooperation with the U. of San Francisco Labor Management School. The weekly half-hour series of panel broadcasts, *Human Relations in Bay Area*

. . . Still Going

A coffee account, using KGW, increased sales in this area 42 per cent

FOR SALES RESULTS USE KGW

Economical and efficient medium for covering the mass market.

KGW

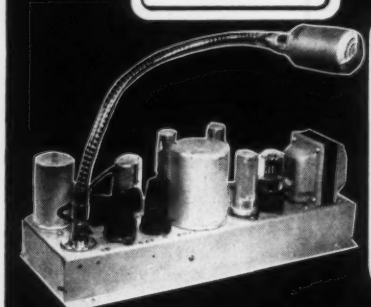
on the efficient 620 frequency

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY, INC.

AFFILIATED WITH NBC

the GATES Announco-mote



Complete, one piece remote equipment package. Includes Salt Shaker design Dynamic microphone, Gates SA134 amplifier and plug in adjustable goose neck. No microphone cords to break or desk stand to worry about. Attach telephone line and broadcast. Ideal for sports, news or most broadcasts with single artist.

Price $135.00. For immediate delivery.

GATES RADIO COMPANY · Quincy, Ill., U. S. A.

Manufacturing Engineers Since 1922

Industry, includes representatives of industry and labor plus a "voice of the public." Listeners are invited to send in questions and subjects they would like to hear discussed. The program is heard Sunday, 9:30-10 p.m.

'QUIZDOWN'

NINTH annual "Quizdown" for grammar school students in Chicago area, sponsored by the *Sun-Times*, was scheduled to be simulcast by WBKB (TV) and WJJD there last Saturday. Teams from two Chicago public schools were to battle for top awards, including a Zenith fm-am radio and a Rand-McNally World Guide encyclopedia. Site of quizdown was Chicago's Civic Theatre. This marks first year that contest has been telecast. Children whose questions are used and team members receive Eversharp ballpoint pens.

More Football Plans

ADDITIONAL coverage of the 1953 football season [B•T, Aug. 17, et seq.], includes the following radio-tv broadcast plans as reported last week:

WHIZ-TV Zanesville, Ohio — Cleveland Browns pro schedule for Harry S. Cohen, men's store.

KYW Philadelphia—Princeton U. schedule for Miles Labs.

WKZO Kalamazoo and WJEF Grand Rapids—U. of Michigan season's games for Nestle's Nescafe coffee.

WWCA Gary, Ind.—Indiana U. schedule for Pepsi Cola.

WIP Philadelphia — Villanova U. regular schedule for Metropolitan Philadelphia Dodge Dealers, RCA Victor and Murray's of Paoli; previews of these games, four additional games and two bowl games for Schmidt's Beer; *Sports Predictions* for Pepsi Cola distributor, and *Football Jamboree* for Foss-Hughes, local Ford dealer.

WTAM Cleveland—Ohio State U. schedule for Nestle's Nescafe and Bankers Life & Casualty Insurance.

Intermountain Network (7 stations)—U. of Utah schedule for Utah Oil Refining Co.; seven Pacific Coast Conference games for Tide Water Associated Oil Co., plus more Tide Water games on the Idaho group of stations and U. of Montana games by the Montana group for Montana Power & Light.

WPTZ (TV) Philadelphia—*Football Preview* for Booth's Beverages.

WWVA Wheeling, W. Va.—West Virginia U. schedule for Ford Motor Co. and tri-state Ford Motor Dealers, with Ashland Oil & Refining Co.

WJR Detroit—"Big games" of Michigan State, U. of Michigan and Detroit Lions (pro football) for Plymouth, Dodge, De Soto and Chrysler dealers of greater Detroit.

WMAL-AM-TV Washington—U. of Maryland games for Sears, Roebuck & Co.; Redskins (pro) for American Oil Co. (am-tv); U. of Maryland highlights for Suburban Trust Co. (tv); Redskins' pre-game show for McKee Pontiac (am) and Miller High Life beer (tv); Redskins' post-game show for Valley Forge beer (am-tv).

WSKT-TV New Castle, Pa.—New Castle High School schedule (film).

WPEN Philadelphia—Notre Dame U. for Stuart F. Loucheim Co., Zenith distributor; *Rambler's Round-Up* (pre-game feature) for C. E. Schmidt & Sons, brewers.

KLZ Denver—Colorado U. schedule for RCA Victor and Denver area Hudson Dealers.

WFIL Philadelphia — U. of Pennsylvania schedule. *Pigskin Parade* for Berger Brothers, DeSoto-Plymouth dealers, and *Touchdown Review* for Shore Brothers, Pontiac dealers.

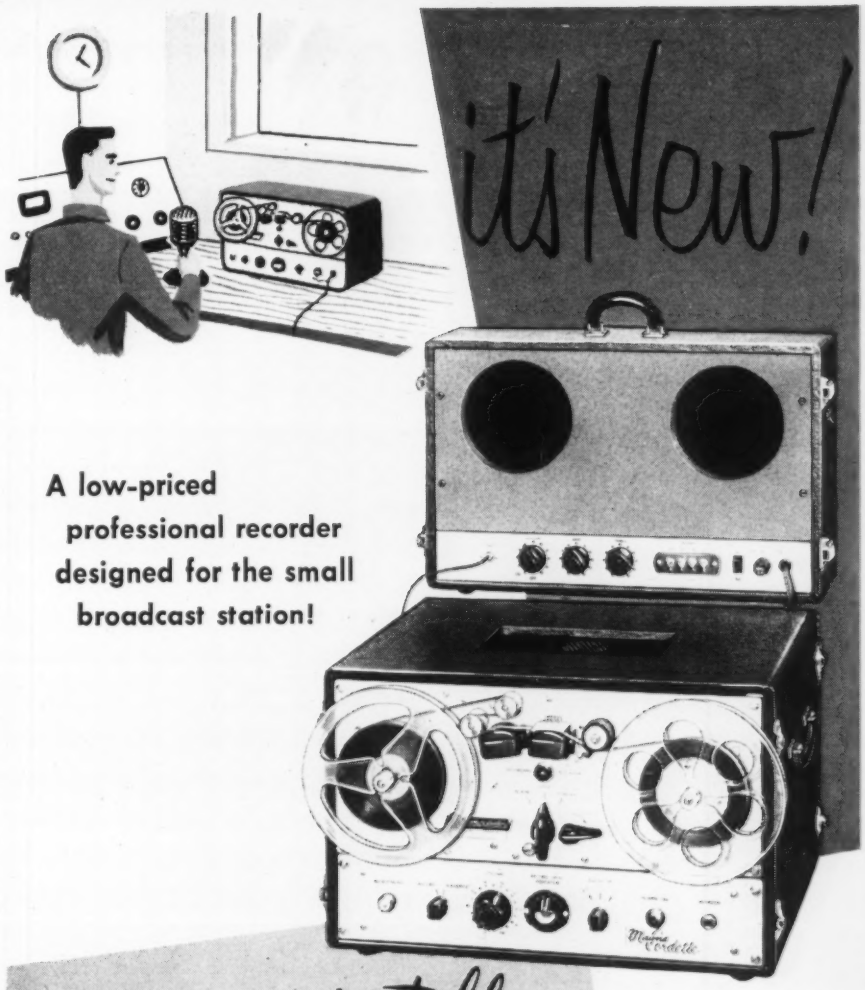
KAYL-AM-FM Storm Lake, Iowa—5 Iowa State and 4 U. of Iowa home games for Feed-Rite Products; 7 Buena Vista College games and 9 Storm Lake High School games plus six other area high school games for local merchants.

WNBW (TV) Washington—Baltimore Colts (pro) schedule for Gunther Brewing Co.

WMLS Sylacauga, Ala.—Auburn schedule for City National Bank, Michael Supply Co., Sylacauga Motel and 3 Gulf dealers.

KONA (TV) Honolulu—*All American Game of the Week* for Westinghouse dealers.

WJAS Pittsburgh—Penn State schedule for Allegheny Co. Chevrolet dealers.



A low-priced professional recorder designed for the small broadcast station!

HIGH FIDELITY *portable*

magnecordette

$499.50 COMPLETE

The Portable Magnecordette is the first professional record-playback-P.A. system in one case, designed and priced for the small radio station! It's a standard PT6-AH recorder—first choice of broadcast stations everywhere—complete with amplifiers and speaker for high fidelity playback!

Rack-mount this Magnecordette for studio use. Carry it into the field for remotes. Use it to present recorded shows to agencies or local advertisers. Amplifier-speaker unit can be operated up to 1000 feet away from the recorder, with volume controlled by either unit. Or it can be used separately as a P.A. system, with mike, phono, radio, or other sound source.

Look in the phone book under "recorders" for your dealer.

Magnecord INC. Dept. B-9A

225 West Ohio Street, Chicago 10, Illinois

AWARDS

WJR Wins Veterans' Awards

CITATIONS have been presented to Worth Cramer, WJR Detroit vice president and general manager, from the American Legion Auxiliary and the Veterans Administration for the station's contributions and services to the veterans and veteran organizations in Detroit.

WTMJ-TV Medical Award

BOUND volume of photographs taken during WTMJ-TV Milwaukee's recent medicine and health series has been presented to the station by the county medical society. The 23-program series was featured on WTMJ-TV's *Woman's World*, starring Beulah Donohue.

FOR ITS national merchandising promotion in connection with the Colgate-Palmolive-Peet show *Strike It Rich* on CBS-Tv, WCPO-TV Cincinnati received first prize from C-P-P, a plaque and a check for $1,500. Appearing on tv for the presentation are (l to r): Mayor Carl Rich of Cincinnati; Mort C. Watters, general manager, WCPO-AM-FM-TV, and T. J. Budach and D. D. Madden of C-P-P. Ed Weston of WCPO-TV handled the overall promotional campaign.

The best way to sell the KANSAS FARM MARKET

use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW-KCKN

Rep. Capper Publications, Inc.

IN PUBLIC SERVICE

RADIO and television stations in Philadelphia are off to an early start in their support of the city's fourth annual United Fund drive which opens Oct. 5. Attending a special meeting are (l to r) Sam Serota, WIP; Rob Roy, public relations director of UFD; Grady Edney, KYW; Norris West, WCAU; Clarence Jordan, N. W. Ayer & Son, public relations chairman of the drive; Stan Lee Broza, WPTZ; Felix Meyer, WFIL; Don Brennan, Curtis Publishing Co., and Dr. Hugo Lodrini, WJMJ.

Community Campaign Kickoff

A POOLED four-network tv and radio show launched this fall's United Community Campaign yesterday (Sunday). NBC was coordinator of the television show seen at 1-1:30 p.m. EST, while ABC was in charge of production of the radio program heard 10-11 p.m. Following these programs, 1,700 local communities started Community Chest and United Fund drives to raise more than $260 million for 18,500 local and national health, welfare, and recreation services. Joseph M. Allen of the Assn. of National Adv. heads the radio-television-films committee.

* * *

WNMP Helps Polio Victim

WNMP Evanston, Ill., is telling the *Mary Kitsmiller Story* in a series of public service broadcasts by and concerning the woman and her fight with infantile paralysis. Mrs. Kitsmiller was stricken with the disease in 1951, and has been confined to an iron lung since then. Her broadcasts are designed to help other polio sufferers and to provide her with an income to support her family.

* * *

WPDQ Honors Police, Firemen

WPDQ Jacksonville, Fla., has instituted awards for outstanding performance by policemen and firemen of that city. Winners will be chosen from candidates submitted monthly by the various departments, Robert Feagin, station's general manager, has announced. Plaques and medallions will be presented yearly.

* * *

Church of Your Choice

SUNDAY feature on WARN Fort Pierce, Fla., is a 30-second station break devoted each week to an announcement urging citizens to attend the church of their choice. Announcements, made by ministers of the area, are recorded. Station break used is: "This is Rev. Blank of the Blank Church in Blank, urging you to attend the church of your choice today, and this is WARN in Fort Pierce, Florida." Will Shawver, program director, and Fisher Darden, commercial manager, conceived the idea, according to WARN.

Forgets Fish, Seeks Blood Bank

"MANY of the donors who responded to this call stated that they had heard this appeal on KREM. One vacationing Naval Air Station man heard your broadcast on his portable radio while fishing from a boat on Newman Lake. He reported to us immediately to donate blood." So read an excerpt from a letter received by George W. Jaap Jr., KREM Spokane production manager, from Dr. O. O. Christianson, director of the Spokane Community Blood Bank. Occasion was a one-day public service appeal for Type A positive blood.

* * *

KNXT Brings in $168,000

KNXT (TV) Hollywood's *Multiple Sclerosis Telethon*, 16-hour program, brought in $168,000 over recent weekend. Produced by Jack Rourke with Peter Potter as m. c., the benefit show featured over 150 top talent names.

* * *

WDTV (TV) Palsy Benefit

TO BENEFIT the cerebral palsy fund, WDTV (TV) Pittsburgh Sept. 20 telecast a star-studded production featuring some 30 radio, television, stage and screen names. Nationally known stars inclued Nelson Eddy, James Melton, Betty Clooney, Nat (King) Cole, the Mello-Larks, Rusty Draper, Tony Bennett and Eileen Rogers. Local personalities also took part.

* * *

Jubilee on KECA-TV

KECA-TV Hollywood pre-empted two hours of daytime programs to carry finals of Junior Jubilee, summer competition for talented children sponsored annually by the Los Angeles Downtown Businessmen's Assn. Frank LaTourette, director of news and special events, produced the show for KECA-TV.

CUT YOURSELF A SLICE OF AMERICA'S RICHEST EMPIRE

You Can Get A Share of East Texas by Appointing us Your Spokesman.

KFRO "Voice of Longview" — TEXAS

KRHD Covers Fire, Crash

A MILLION-DOLLAR fire in town and a subsequent plane crash on the outskirts of Duncan, Okla., gave KRHD there a Sept. 13 to remember. The fire broke out first, starting on the first floor of a three-story building and soon spreading to two shops, a Safeway store, a moving van company and a cafe. The station, according to Leo R. Morris, manager, got on the scene 20 minutes after the fire department. KRHD arranged for an emergency broadcast loop across the street and was on the air 3½ hours broadcasting the fire. In the middle of KRHD's coverage, a plane crashed on the edge of town. The station broke into its fire broadcast with announcements for doctors and emergency workers. Mr. Morris, praising his staff, said the 250-watter's entire staff was on the job.

* * *

D. C. Stations Aid Orchestra

PUBLIC SERVICE availabilities were made by all (18) Washington, D. C., area radio stations for 10 days during a fund drive on behalf of the National Symphony Orchestra there. An accompanying contest has been promoted by the radio-tv committee for the contest, with M. Robert Rogers, WGMS Washington president, as chairman, and Jay Royen, NBC Washington, and Cody Pfanstiehl, CBS Washington.

* * *

R. I. Unanimity

OUTSTANDING personalities of all Rhode Island's radio stations took part in a simulcast at WJAR-TV Providence studios, with members of Little League baseball teams, on behalf of the Jimmy Fund, which raises money to combat cancer in children. Stations: WRIB WJAR-AM-TV, WPRO, WPTL (FM), WEAN, WHIM WICE WPJB Providence, WWON Woonsocket, WERI Westerly, WPAW Pawtucket and WRJM Newport.

* * *

Funds for Ex-Prisoner

KVEC-TV San Luis Obispo, Calif., held a five-hour telethon to collect contributions on behalf of Sgt. Bob McGuire of that city, a prisoner of the Communists for 27 months. Some $2,400 was collected from that city and 33 surrounding cities and towns, according to Les Hacker, KVEC-AM-TV manager.

* * *

Telethon Brings $400,000

WHAT WDTV (TV) Pittsburgh claims was the biggest telethon in the city's history brought in nearly $400,000 in money and pledges for the aid of cerebral palsy victims. The 17-hour telethon was produced by WDTV's Bill Hinds and Buzz Aston and included such names as Betty Clooney, James Melton, Nat (King) Cole, Courtney Brothers, Mello Larks, Tony Bennette and others. Also appearing on WDTV were palsy victims, children bringing in their contributions and postmen who collected contributions.

MILESTONES

TWENTY years service with Jefferson Standard Broadcasting Co. was marked for Charles H. Crutchfield (l), general manager of WBT-WBTV (TV) Charlotte, with presentation of a service award by Joseph M. Bryan, Jefferson Standard president. Mr. Crutchfield, who also is a vice president of the licensee, began with WBT as an announcer in 1933 and became general manager of the station in 1945.

► NBC CENTRAL DIVISION and Allis-Chalmers Mfg. Co. executives played host at a news luncheon and cocktail party in Chicago's Merchants & Manufacturers Club to mark the 25th anniversary of the network's *National Farm and Home Hour*. Silver anniversary broadcast aired earlier in the day featured tributes by special guests, including Brig. Gen. David Sarnoff, RCA-NBC board chairman. Allis-Chalmers has sponsored the show since 1945 [B•T, Aug. 17].

► NBC Radio's *The Great Gildersleeve* started its 13th year on the network Sept. 9. Kraft Foods Co. (Parkay Margarine, salad oil, mustards), original sponsor, has renewed through Needham, Louis & Brorby Inc., both Chicago. Willard Waterman stars in the series.

OLD-TIMERS at the 25th anniversary celebration of NBC's *National Farm & Home Hour* in Chicago Sept. 12 were, l to r: Frank Mullen, former NBC executive vice president, who launched the program in 1928; William E. Drips, Mr. Mullen's successor, and Jennings Pierce, former director of the old West Coast edition and now general manager of KMED Medford, Ore.

Bulletin To: **Monochrome Television Engineers Who Wish To Advance in the Field of**

COLOR TV

In preparation for color television, RCA now has several excellent positions open in the design and development of:

COLOR CAMERA • TRICOLOR MONITORS
COLOR MULTIPLEXING EQUIPMENT

We are looking for senior engineers with design and development experience in either the monochrome or color TV field. This is an opportunity to build your future on the sound foundation of RCA's experience in television . . . advance into a stimulating field that is new and challenging.

At RCA you will enjoy unsurpassed laboratory facilities, professional recognition and pleasant suburban or country living in the greater Philadelphia area.

Interviews arranged in your city.

For additional information regarding career opportunities and benefits for you and your family . . . write today to:

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Specialized Employment Division, Dept. B-401, Radio Corporation of America, 30 Rockefeller Plaza, New York 20, N. Y.

RCA **RADIO CORPORATION of AMERICA**

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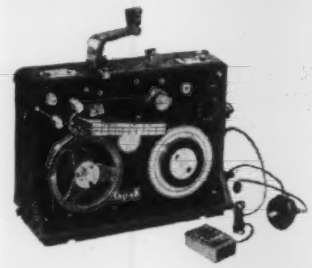

New Travis Tapak

the one-man, spring-wound broadcast — quality walkie recorder. On the scene in minutes. Gets the dramatic eye-witness reports with all the sound effects. No vehicles, no lines, no AC, no charging. Accurate 7½"/Sec. Erases, monitors, rewinds, plays. Write for rental-trial offer.

Broadcast Equipment Specialties Corp.
135-01 LIBERTY AVENUE
Richmond Hill, 19, L.I., N.Y.

FOLLOW THE LEADERS!

- JACK BENNY
- ANN SOTHERN
- EDW. R. MURROW
- FRED WARING
- BURNS & ALLEN
- BISHOP SHEEN

All of these top shows start on

Channel 56
WARD-TV
JOHNSTOWN, PA.

For Prime Availabilities, see
WEED TV

New Grantees' Commencement Target Dates

This list includes all stations not yet on the air commercially. Stations on the air are listed in TELESTATUS, FACTS & FIGURES section

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

ALABAMA

Birmingham, WJLN-TV (48), 12/10/52—Unknown.
Birmingham, WSGN-TV (42), 12/18/52—Unknown.
Decatur, **WMSL-TV** (23), 12/26/53-2/1/54.

ARIZONA

Phoenix, **KOOL-TV** (10), 5/27/53-10/11/53, Hollingbery. (share time with KOY-TV).
Phoenix, **KOY-TV** (10), 5/27/53-10/11/53, Blair TV (share time with KOOL-TV).
Tucson, **KVOA-TV** (4), 11/13/53-9/27/53, NBC, Raymer.
Yuma, **KIVA (TV)** (11), 3/25/53-10/4/53, Grant.

ARKANSAS

Little Rock, **KARK-TV** (4), 6/18/53-2/1/54, Petry.
Little Rock, KETV (TV) (23), 10/30/53—Unknown.
Pine Bluff, **KATV** (TV) (7), 6/18/53-11/15-12/1/53, Avery-Knodel.

CALIFORNIA

Berkeley-San Francisco, **KQED** (TV) (*9), 7/24/53-10/1/53.
Corona, **KOWL Bcstg. Co.** (52), 9/16/53—Unknown.
Eureka, **KIEM-TV** (3) 2/11/53-9/27/53—ABC, CBS, DuM, NBC, Blair-TV.
Fresno, **KJEO** (TV) (47), 4/9/53-10/1/53, ABC, Hollingbery.
Fresno, **John Poole** (53), 8/12/53—Unknown.
Los Angeles, KPIK (TV) (22), 12/10/52-Late '53.
Merced, **Merced Tv Corp.** (34), 9/16/53—Unknown.
Sacramento, KBIC (TV) (46), 6/26/53-Fall '53.
Salinas, **KICU** (TV) (28), 1/15/53-Fall '53.
San Bernardino, KITO-TV (18), 11/6/52-Fall '53, Hollingbery.
San Bernardino, **Orange Belt Telecasters** (30), Initial decision 9/19/53.
San Francisco **KBAY-TV** (20), 3/11/53-Nov. '53 (granted STA Sept. 15).
San Francisco, KSAN-TV (32), 4/29/53-Jan. 54, McGillvra.
San Jose, **KVIE (TV)** (48), 6/17/53-Oct. 54.
Stockton, KTVU (TV) (36), 1/8/53—Fall '53, Hollingbery.
Tulare-Fresno, **KCOK-TV** (27), 4/2/53-10/10/53—DuM, Forjoe (N. Y.), Cal-Central Network.
Yuba City, KAGR-TV (52), 3/11/53—Unknown.

COLORADO

Colorado Springs, **KRDO-TV** (13), 11/20/52-9/30/53, NBC, McGillvra.
Denver, KDEN (TV) (26), 7/11/52—Unknown.
Denver, KIRV (TV) (20), 9/18/52—Unknown.
Denver, KLZ-TV (7), 6/29/53-11/1/53—CBS, Katz.
Denver, **KOA-TV** (4), 9/9/53-12/25/53, NBC, Petry.
Denver, **KRMA-TV** (*6), 7/1/53—1954.
Grand Junction, KFXJ-TV (5), 3/26/53-May '54—Holman.

CONNECTICUT

Bridgeport, WCTB (TV) (*71), 1/29/53—Unknown.
Bridgeport, WSJL (TV) (49), 8/14/52—Unknown.
Hartford, WEDH (TV) (*24), 1/29/53—Unknown.
New Haven, WELI-TV (59), 6/24/53—Summer '54, H-R Television.
New London, WNLC-TV (26), 12/31/52-Dec. '53—Headley-Reed TV.
Norwich, WCTN (TV) (*63), 1/29/53—Unknown.
Stamford, **WSTF** (TV) (27), 5/27/53—Unknown.

DELAWARE

Dover, **WHRN (TV)** (40), 3/11/53—Unknown.
Wilmington, **Delaware Bcstg. Co.** (83), Initial decision 9/15/53.

FLORIDA

Fort Lauderdale, **WITV (TV)** (17), 7/31/52-Nov. '53, DuM.
Fort Myers, **WINK** (TV) (11), 3/11/53-Dec. '53—Weed TV.
Jacksonville, WJHP-TV (36), 6/3/53-Dec. '53, Perry Assoc.
Jacksonville, **WOBS-TV** (30), 8/12/53-Early '54.
Lakeland, WOTV (TV) (16), 12/31/52—Unknown.
Panama City, **WJDM** (TV) (7), 3/11/53-10/25/53, ABC, Hollingbery.
Pensacola, **WEAR-TV** (3), 6/3/53-11/15/53, CBS, Hollingbery.
Pensacola, **WPFA-TV** (15), 11/13/52-9/27/53, Young.
Tampa, WFLA-TV (8), Initial Decision 7/13/53-Early '54, NBC, Blair TV.

GEORGIA

Augusta, **WJBF-TV** (6), 9/16/53-11/15/53, ABC, NBC, Hollingbery (began testing Sept. 21).
Augusta, **WRDW-TV** (12), 9/16/53-2/1/54, CBS, Headley-Reed.
Columbus, **Columbus Bcstg. Co.** (4), 8/26/53—Unknown.
Columbus, WDAK-TV (28), 3/11/53-10/1/53—ABC, NBC, Headley-Reed.
Columbus, **WRBL-TV** (4), 8/27/53- Nov. '53.
Macon, WMAZ-TV (13), 3/11/53-9/27/53—CBS, DuM, Katz (Ch. 13 assigned Warner Robins, Ga.).

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Savannah, WTOC-TV (11), 6/26/53-11/1/53—Katz.
Valdosta, WGOV-TV (37), 2/26/53—Nov. '53, Stars National.

IDAHO

Boise-Meridian, **KBOI (TV)** (2), 5/14/53—12/1/53.
Boise, KTVI (TV) (9), 1/15/53-10/1/53, ABC, Hollingbery.
Idaho Falls, KID-TV (3), 2/26/53—Unknown, CBS.
Idaho Falls, **KIFT (TV)** (8), 2/26/53-12/1/53, ABC Hollingbery.
Meridian-Boise, KBOI (TV) (2), 5/14/53—12/1/53.
Pocatello, KISJ (TV) (6), 2/26/53—Nov. '54, CBS.
Pocatello, **KWIK-TV** (10), 3/26/53-10/15/53, ABC, Hollingbery.
Twin Falls, **KLIX-TV** (11), 3/19/53-4/1/54, ABC, Hollingbery.

ILLINOIS

Bloomington, WBLN (TV) (15), 3/4/53-10/1/53, ABC.
Champaign, **WCIA** (TV) (3), 2/26/53-11/1/53, Hollingbery.
Champaign, **WCUI (TV)** (21), 7/22/53—Unknown.
Chicago, WHFC-TV (26), 1/8/53—Unknown.
Chicago, WIND-TV (20), 3/19/53—Unknown.
Danville, WDAN-TV (24), 12/10/52—Unknown, Everett-McKinney.
Evanston, **Northwestern Tv Bcstg. Corp.** (32), 8/12/53—Unknown.
Harrisburg, WSIL-TV (22), 3/11/53-Nov. '53.
Joliet, **Joliet Tv Inc.** (48), 8/21/53-Unknown.
Peoria, **WTVH-TV** (19), 12/18/52-9/27/53—Petry.
Rockford, **WREX-TV** (13), 5/14/53-10/1/53, ABC, CBS, H-R TV (began testing Sept. 18).
Springfield, **WICS (TV)** (20), 2/26/53-10/1/53—ABC, CBS, DuM, NBC, Adam Young (began testing Sept. 17).

INDIANA

Elkhart, **WSJV** (TV) (52), 6/3/53—Unknown.
Evansville, **WFIE** (TV) (62), 6/10/53—Mid-Oct. '53, Taylor.
Fort Wayne, **WKJG-TV** (33), 5/22/53-11/1/53, NBC. Raymer.
Indianapolis, WJRE (TV) (26), 3/26/53—Unknown.
Indianapolis, WNES (TV) (67), 3/26/53-Oct. '53.
Marion, WMRI-TV (29), 3/11/53—Unknown.
Princeton, WRAY-TV (52), 3/11/53-10/15/53.
Waterloo, WINT (TV) (15), 4/6/53-10/1/53.

IOWA

Cedar Rapids, WMT-TV (2), 4/9/53-9/27/53—CBS, Katz.
Cedar Rapids, **KCRI** (TV) (9), 8/12/53-10/15/53, H-R TV.
Cedar Rapids, **Hawkeye Tv Co.** (20), 7/30/53-10/15/53.
Davenport, KDIO (TV) (36), 3/11/53—Unknown.
Des Moines, **Central Bcstg. Co.** (13), 9/2/53—Unknown.
Des Moines, **KGTV** (TV) (17), 3/26/53-10/21/53, Hollingbery.
Fort Dodge, KQTV (TV) (21), 1/29/53-10/1/53—Pearson.
Sioux City, **KCTV (TV)** (36), 10/30/52—Unknown.
Waterloo, **KWWL-TV** (7), 9/2/53-11/1/53, Headley-Reed.

KANSAS

Manhattan, KSAC-TV (*8), 7/24/53—Unknown.
Pittsburg, KOAM-TV (7), 2/26/53-10/15/53.
Topeka, **WIBW-TV** (13), 6/3/53-11/15/53, CBS, Capper Sales.

KENTUCKY

Ashland, WPTV (TV) (59), 8/14/52—Summer '53.
Henderson, **WEHT** (TV) (50), 11/20/52-9/27/53, CBS, Meeker.
Louisville, **WKLO-TV** (21), 11/26/53-Oct. '53, ABC, DuM, Taylor.
Louisville, WLOU-TV (41), 1/15/53—Unknown.
Paducah, **Paducah Tv Corp.** (43), 9/16/53—Unknown.
Richmond, WBGT (TV) (60), 4/29/53—Unknown.

LOUISIANA

Alexandria, KSPJ (TV) (62), 4/2/53—Unknown.
Baton Rouge, KHTV (TV) (40), 12/18/52—Unknown.
Lafayette, **Evangeline Bcstg. Co.** (10), 9/16/53-3/15/54 (share time with Camellia Bcstg. Co.).
Lafayette, **Camellia Bcstg. Co.** (10), 9/16/53—Unknown (share time with Evangeline Bcstg. Co.).
Lake Charles, **KTAG (TV)** (25), 12/18/52-10/15/53, CBS, ABC, DuM, Adam Young.
Monroe, **KNOE-TV** (8), 12/4/52-9/27/53, CBS, ABC, DuM, NBC, H-R Television.
New Orleans, **WCKG (TV)** (26), 4/2/53—Late Winter '53, Gill-Perna.
New Orleans, WCNO-TV (32), 4/2/53-1/1/54.
New Orleans, **WJMR-TV** (61), 2/18/53-11/1/53, DuM, Bolling.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

New Orleans, WTLO (TV) (20), 2/26/53—Unknown.
Shreveport, Interim Tv Corp. (12), 9/19/53—Unknown.

MAINE

Lewiston, WLAM-TV (17), 7/8/53—Nov., Dec. '53, Everett-McKinney (N. Y.), Kettell-Carter (Boston).
Poland, WMTW (TV) (8), 7/8/53-4/1/54.
Portland, WCSH-TV (6), 7/30/53-12/1/53, NBC, Weed TV.

MARYLAND

Baltimore, WITH-TV (60), 12/18/52-1/1/54—Forjoe.
Frederick, WFMD-TV (62), 10/24/52—Winter 1953.
Salisbury, WBOC-TV (16), 3/11/53-10/1/53.

MASSACHUSETTS

Boston, WBOS-TV (50), 3/26/53—Unknown.
Boston, WGBH-TV (*2), 7/16/53-10/1/54.
Boston, J. D. Wrather Jr. (44), 8/12/53—Unknown.
Brockton, Trans-American Enterprises Inc. (62), 7/30/53—Unknown.
Cambridge-Boston, WTAO-TV (56), 3/11/53-9/28/53, DuM.
Fall River, WSEE-TV (46), 9/14/52—Oct. '53.
Lawrence, WGLM (TV) (72), 6/10/53—Unknown.
New Bedford, WTEV (TV) (28), 7/11/52—Fall, Walker.
North Adams, WMGT (TV) (74), 2/18/53-10/15/53—Walker.
Worcester, WAAB-TV (20), 8/12/53—Unknown, Hollingbery.
Worcester, WWOR-TV (14), 6/18/53-10/31/53, Raymer.

MICHIGAN

Bay City, North Eastern Michigan Corp. (5), 9/2/53—Fall '53.
Battle Creek, WBCK-TV (58), 11/20/52-11/1/53, Headley-Reed.
Benton Harbor, WHFB-TV (42), 2/26/53—Unknown.
Cadillac, WWTV (TV) (13), 4/8/53-1/1/54.
East Lansing, WKAR-TV (*60), 10/16/52-1/1/54.
Flint, WCTF (TV) (28), 7/11/52-Unknown.
Flint, WFDF-TV (12), Initial Decision 5/11-53.
Flint, WTAC-TV (16), 11/20/52-10/1/53, ABC, Raymer.
Jackson, WIBM-TV (48), 11/20/52-12/8/53, Forjoe.
Muskegon, WTVM (TV) (35), 12/23/52—Unknown.

MINNESOTA

St. Cloud, WJON-TV (7), 1/23/53—Late Oct. '53, Rambeau.
St. Paul, WCOW-TV (17), 3/11/53-11/15/53.

MISSISSIPPI

Columbus, WCBI-TV (28), 3/11/53—Unknown.
Gulfport, WGCM-TV (56), 2/11/53—Unknown.
Jackson, WSLI-TV (12), 7/22/53-Jan. '54—ABC, Weed TV.
Jackson, WJDX (TV) (3), 8/27/53—Early '54, NBC, Hollingbery.
Meridian, WCOC-TV (30), 12/23/53-Oct. '53.
Meridian, WTOK-TV (11), 6/3/53-9/27/53—ABC, CBS, DuM, Headley-Reed.

MISSOURI

Cape Girardeau, KGMO-TV (18), 4/16/53—Unknown.
Clayton, KFUO-TV (30), 2/5/53—Unknown.
Columbia, KOMU-TV (8), 1/15/53-11/1/53, ABC, CBS, DuM, NBC, H-R Television.
Festus, KACY (TV) (14), 12/31/52-10/20/53.
Kansas City, KCMO-TV (5), 6/3/53-9/27/53, ABC, Katz.
St. Joseph, KFEQ-TV (2), 10/16/52-9/27/53, CBS, DuM, Headley-Reed.
St. Louis, KETC (TV) (*9), 5/7/53—Unknown.
St. Louis, KSTM-TV (36), 1/15/53-10/15/53, ABC, H-R Television.

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Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

St. Louis, WIL-TV (42), 2/12/53—Late '53.
Sedalia, KDRO-TV (6), 2/26/53-1/1/54.

MONTANA

Billings, KOOK-TV (2), 2/5/53-10/1/53, Hollingbery.
Billings, KRHT (TV) (8), 1/15/53—Early Fall '53.
Great Falls, KFBB-TV (5), 1/15/53-Nov. '53, CBS, Weed TV.
Great Falls, KMON-TV (3), 4/9/52—Unknown, Hollingbery.
Missoula, KGVO-TV (13), 3/11/53-7/1/54, Gill-Perna.

NEBRASKA

Kearney, KHOL-TV (13), 7/22/53—Unknown.

NEVADA

Reno, KZTV (TV) (8), 12/23/52-9/27/53, CBS, NBC, ABC, DuM, Pearson.

NEW HAMPSHIRE

Keene, WKNE-TV (45), 4/22/53—Unknown.
Manchester, WMUR-TV (9), 8/26/53—Unknown.
Mt. Washington, WMTW (TV) (8), 7/8/53-4/1/54.

NEW JERSEY

Asbury Park, WRTV (TV) (58), 10/2/52—Dec. '53.
Atlantic City, WOCN (TV) (52), 1/8/53—Unknown.
New Brunswick, WDHN (TV) (47), 4/2/53—Unknown.
New Brunswick, WTLV (TV) (*19), 12/4/52—Unknown.
Trenton, WTTM (TV) (41), 7/16/53—Unknown.

NEW MEXICO

Albuquerque, KGGM-TV (13), 3/11/53-9/27/53 — CBS,
Clovis, KNEH (TV) (12), 3/4/53—Unknown.
Sante Fe, KTVK (TV) (2), 1/23/53—Unknown.

NEW YORK

Albany, WPTR (TV) (23), 6/10/53—Unknown.
Albany, WROW-TV (41), 4/16/53-10/15/53, ABC, DuM, Bolling (test patterns due Oct. 8).
Albany, WTVZ (TV) (*17), 7/24/52—Unknown.
Binghamton, WQTV (TV) (*46), 8/14/52—Unknown.
Buffalo, WTVF-TV (*23), 7/24/52—Unknown.
Elmira, WECT (TV) (18), 2/26/53-10/1/53, NBC, Everett-McKinney.
Ithaca, WHCU-TV (20), 1/8/53-11/15/53.
Ithaca, WIET (TV) (*14), 1/8/53—Unknown.
Jamestown, WJTN-TV (58), 1/23/53—Unknown.
Kingston, WKNY-TV (66), 1/23/53—Unknown, NBC, Meeker.
New York, WGTV (TV) (*25), 8/14/52—Unknown.
Poughkeepsie, WEOK-TV (21), 11/26/52—Jan. '54.
Rochester, WHEC-TV (10), 3/11/53-11/1/53, ABC, CBS, Everett-McKinney (share time with WVET-TV).
Rochester, WRNY-TV (27), 4/2/53—Unknown.
Rochester, WROH (TV) (*21), 7/24/52—Unknown.
Rochester, WVET-TV (10), 3/11/53-11/1/53, ABC, CBS, Bolling (share time with WHEC-TV).
Rochester, WCBF-TV (15), 6/10/53—Unknown.
Schenectady, WTRI (TV) (35), 6/11/53-1/15/54.
Syracuse, WHTV (TV) (*43), 9/18/52—Unknown.
Utica, WFRB (TV) (19), 7/1/53—Unknown.
Watertown, WWNY-TV (48), 12/23/52-11/15/53—Weed TV.

NORTH CAROLINA

Charlotte, WAYS-TV (36), 2/26/53-11/15/53, ABC, Bolling.
Durham, WCIG-TV (46), 2/26/53-11/1/53—DuM, NBC, H-R Television.
Greensboro, WCOG-TV (57), 11/20/52-10/30/53, ABC, Bolling.
Greenville, WNCT (TV) (9), 3/11/53-10/15/53, CBS, DuM, Pearson.
Hendersonville, WHKP-TV (27), 3/11/53—Early '54, Headley-Reed TV.
Mount Airy, WPAQ-TV (55), 3/11/53—Fall '53, Clark.
Wilmington, WMFD-TV (6), 7/30/53—Spring '54.
Winston-Salem, WSJS-TV (12), 7/8/53-10/1/53—NBC, Headley-Reed.
Winston-Salem, WTOB-TV (26), 2/5/53-10/1/53, ABC, H-R Television (began testing Sept. 18).

NORTH DAKOTA

Bismarck, KFYR-TV (5), 3/4/53—Oct. '53, Blair TV.
Valley City, KXJB-TV (4), 8/5/54—Early '54, Weed TV.

OHIO

Cincinnati, WCIN-TV (54), 5/14/53—Unknown.
Cleveland, WERE-TV (65), 6/18/53—Fall '53.
Columbus, WOSU-TV (*34), 4/22/53—Unknown.
Dayton, WIFE (TV) (22), 11/26/52-Fall '53, Headley-Reed.
Lima, WIMA-TV (35), 12/4/52—Late '53, Weed TV.
Massillon, WMAC-TV (23), 9/4/52-10/15/53, Petry.
Portsmouth, Woodruff Inc. (30), Initial Decision 6/8/53.
Steubenville, WSTV-TV (9), 8/12/53-12/1/53, CBS (granted STA Sept. 16).
Youngstown, WUTV (TV) (21), 9/25/52—Fall '53.

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14 1:30 PM FORDHAM
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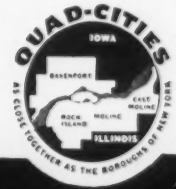

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Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

OKLAHOMA

Miami, KMIV (TV) (58), 4/22/53—Unknown.
Oklahoma City, KLPR-TV (19), 2/11/53-10/1/53, DuM, Bolling.
Oklahoma City, KTVQ (TV) (25), 2/11/53-10/11/53, ABC, CBS, H-R Television.
Oklahoma City, KWTV (TV) (9), 7/22/53—Early Spring, '54, CBS, Avery-Knodel.
Tulsa, KCEB (TV) (23), 2/26/53—Oct.-Nov. '53, Bolling.

OREGON

Eugene-Springfield, KTVF (TV) (20), 2/11/53—Unknown.
Eugene, Eugene TV Inc. (13), 5/14/53—Oct. '53, Hollingbery.
Portland, KOIN-TV (6), 7/16/53-10/15/53, CBS, Avery-Knodel.
Portland (Ore.)-Vancouver (Wash.), KVAN-TV (21), Initial Decision 6/18/53.
Salem, KPIC (TV) (24), 1/29/53—Oct. '53.
Springfield-Eugene, KTVF (TV) (20), 2/11/53—Unknown.

PENNSYLVANIA

Allentown, WFMZ-TV (67), 7/16/53—Unknown.
Allentown, WQCY (TV) (39), 8/12/53—Unknown.
Erie, Great Lakes TV Co. (35), Initial Decision 9/8/53.
Harrisburg, WCMB-TV (27), 7/24/53-12/15/53—Cooke.
Hazleton, WAZL-TV (63), 12/18/52—Unknown, Meeker.
Lancaster, WWLA (TV) (21), 5/7/53—Late '53, Taylor.
Lebanon, WLBR-TV (15), 6/26/53—Nov. '53.
Lewistown, WMRF-TV (38), 4/2/53—Unknown.
Philadelphia, WIP-TV (29), 11/26/52—Unknown.
Pittsburgh, WQED (TV) (*13), 5/14/53-1/1/54.
Pittsburgh, WTVQ (TV) (47), 12/23/53—Fall '53, Headley-Reed.
Scranton, WARM-TV (16), 2/26/53—Fall '53, Hollingbery.
Williamsport, WRAK-TV (36), 11/13/52—Unknown.
York, WNOW-TV (49), 7/11/52-10/12/53, DuM, Hollingbery.

RHODE ISLAND

Providence, WNET (TV) (16), 4/8/53—Unknown.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Providence, WPRO-TV (12), 9/2/53-10/15/53, Blair TV.

SOUTH CAROLINA

Camden, WACA-TV (15), 6/3/53—Jan. '54.
Columbia, WIS-TV (10), 2/12/53—Oct. '53, NBC, Free & Peters.
Greenville, Carolina Tv Inc. (4), 7/30/53—Unknown.
Greenwood, WCRS-TV (21), 4/8/53—Unknown.
Spartanburg, WSCV (TV) (17), 7/30/53—Jan. '54.

TENNESSEE

Chattanooga, WOUC (TV) (49), 8/21/52—Unknown, Pearson.
Chattanooga, WTVT (TV) (43), 8/21/52—Unknown.
Johnson City, WJHL-TV (11), 1/29/53—Oct. '53, Pearson.
Knoxville, WROL-TV (6), 7/31/53-10/1/53, Avery-Knodel.
Knoxville, WTSK (TV) (26), 3/26/53—10/1/53.
Memphis, WHBQ-TV (13), 1/29/53-9/27/53—Blair TV.
Nashville, WSIX-TV (8), 7/30/53-12/1/53, CBS, Hollingbery (granted STA Sept. 9).
Old Hickory, WLAC-TV [Nashville] (5), 8/5/54—Late '53, Early '54.

TEXAS

Beaumont, KBMT (TV) (31), 12/4/52—Fall '53, Taylor.
Beaumont, KTRM-TV (6), Initial Decision 7/22/53.
Dallas, KDTX (TV) (23), 1/15/53—Unknown.
Dallas, KLIF-TV (29), 2/12/53—Unknown.
El Paso, KEPO-TV (13), 10/24/52—Fall '53, Avery-Knodel.
Fort Worth, KTCO (TV) (20), 3/11/53—Unknown.
Galveston, KTVR (TV) (41), 11/20/52—Early Fall '53.
Harlingen, KGBS-TV (4), 5/21/53-10/1/53—CBS, Pearson.
Houston, KNUZ-TV (39), 1/8/53-9/28/53, DuM, Forjoe.
Houston, KTVP (TV) (23), 1/8/53—Unknown.
Houston, KXYZ-TV (29), 6/18/53—Unknown.
Longview, KTVE (TV) (32), 2/5/53-9/27/53—Forjoe.
Lubbock, KFYO-TV (5), 5/7/53—Late '53, Taylor.
Lufkin, KTRE-TV (9), 3/11/53—1954, Taylor.
Marshall, KMSL (TV) (16), 6/25/53—Unknown.
Midland, KMID-TV (2), 7/1/53-11/1/53.
San Antonio, KALA (TV) (35), 3/26/53—Unknown.
Sherman, KSHM (TV) (46), 3/4/53—Late Summer '53.
Sweetwater, KPAR-TV (12), 8/26/53—Unknown, CBS, Avery-Knodel.
Temple, KCEN-TV (6), 1/29/53-11/1/53, NBC, Hollingbery.
Victoria, KNAL (TV) (19), 3/26/53—Unknown, Best.
Waco, KANG-TV (34), 11/13/52-10/1/53, ABC, Pearson.
Weslaco, KRGV-TV (5), 7/16/53—Oct. '53, NBC, Taylor.

UTAH

Salt Lake City, KUTV (TV) (2), 3/26/53-Spring '54, ABC, Hollingbery.

VIRGINIA

Charlottesville, WCHV-TV (64), 1/29/53—Winter '53, Walker.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Danville, WBTM-TV (24), 12/18/52-Dec. '53, Hollingbery.
Harrisonburg, WSVA-TV (3), 3/11/53-10/1/53, NBC, Devney.
Marion, WMEV-TV (50), 4/2/53—Unknown, Donald Cooke.
Newport News, WACH (TV) (33), 2/5/53—Summer '53.
Norfolk, WTOV-TV (27), 7/8/53-10/22/53, ABC, DuM, Forjoe. (Test patterns due Oct. 15).

WASHINGTON

Seattle, KOMO-TV (4), 6/10/53-12/11/53, NBC, Hollingbery.
Vancouver (Wash.)-Portland (Ore.), KVAN-TV (21), Initial Decision 6/18/53.
Yakima, KIT-TV (23), 12/4/52—Oct., Nov. '53.

WEST VIRGINIA

Beckley, WBEY (TV) (21), 6/25/53—Unknown.
Charleston, WKNA-TV (49), 3/4/53-9/30/53, ABC, DuM, Weed TV.
Fairmont, WJPB-TV (35), 7/1/53-1/1/54—Gill-Perna.
Parkersburg, WTAP (TV) (15), 2/11/53-10/1/53.
Wheeling, WLTV (TV) (51), 2/11/53—Oct. '53.
Wheeling, WTRF-TV (7), 4/22/53-10/12/53, NBC, Hollingbery.

WISCONSIN

Beloit, WRBJ (TV) (57), 2/11/53-9/30/53, Clark.
Eau Claire, WEAU-TV (13), 2/26/53-11/26/53, Hollingbery.
Milwaukee, WMIL-TV (31), 8/20/53—Unknown.
Milwaukee, WOKY-TV (19), 6/3/53-10/1/53, ABC, DuM, H-R Television.
Neenah, WNAM-TV (42), 12/23/52-late Nov. '53, Clark.
Superior, Ridson Inc. (6), Initial decision, 9/9/53.

WYOMING

Casper, KSPR-TV (2), 5/14/53—Unknown.
Cheyenne, KFBC-TV (5), 1/23/53-12/25/53, CBS.

ALASKA

Anchorage, KFIA (TV) (2), 7/30/53-10/15/53, ABC, CBS.
Anchorage, KTVA (TV) (11), 7/30/53-12/15/53.
Fairbanks, KFIF (TV) (2), 7/1/53—Spring '54, ABC, CBS.

HAWAII

Honolulu, KULA-TV (4), 5/14/53-1/1/54.

PUERTO RICO

San Juan, WAPA-TV (4), 8/12/53—Unknown.
San Juan, WKAQ-TV (2), 7/24/52-1954, Inter-American.

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ACTIONS OF FCC

Sept. 17 through Sept. 23

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N.—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of Aug. 31, 1953*

	AM	FM	TV
Licensed (all on air)	2,462	546	101
CPs on air	14	33	†52
Total on air	2,476	579	†253
CPs not on air	117	18	270
Total authorized	2,593	597	523
Applications in hearing	76	0	122
New station requests	177	7	363
Facilities change requests	139	36	21
Total applications pending	928	104	517
Licenses deleted in Aug.	0	0	0
CPs deleted in Aug.	2	3	1

*Does not include noncommercial educational fm and tv stations.

†Authorized to operate commercially.

* * *

Am and Fm Summary through Sept. 23

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,478	2,464	140	190	76
Fm	581	546	53	9	0

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	169	267	436[1]
Educational	7	13	20

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	169	61	230
Noncommercial on air	1	1	2

Applications filed since April 14, 1952:

	New	Amnd.	Vhf	Uhf	Total
Commercial	830	337	655	512	1,168[2]
Educational	50		24	26	50[3]
Total	880	337	679	538	1,218[4]

[1] Thirteen CPs (6 vhf, 13 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 20 already granted.
[4] Includes 455 already granted.

* * *

Note: Amended processing procedures and revised city priority list (containing only those cities with contested applications) went into effect Aug. 24 [B•T, Aug. 31, 24].

New Tv Stations . . .

ACTIONS BY FCC

Merced, Calif.—Merced Tv Corp., granted uhf ch. 34 (590-596 mc); ERP 17.8 kw visual, 8.91 kw aural; antenna height above average terrain 440 ft., above ground 493 ft. Estimated construction cost $248,753, first year operating cost $150,000, revenue $150,000. Post office address 270 Park Ave., New York. Studio and transmitter location 1.95 mi. N. of Bear Creek. Geographic coordinates 37° 18' 14" N. Lat., 120° 23' 12" W. Long. Transmitter and antenna RCA. Legal counsel Fly, Shuebruk & Blume, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include President **Albin May**, no interest, executive of Ladenburg Thalmann Co., New York investment house holding 10% interest in applicant; Treasurer **Joseph Low** (18%), New York attorney, Secretary **George Becker** (22%), New York attorney, plus three New York individuals and two corporations. Applicants also have filed for uhf stations in Goldsboro, N. C., Marshall, Tex., and Clarksburg and Beckley, W. Va. Grant is subject to condition that George Becker disposes of his interest in permittee or any interest in any other permittee so as to limit his interest in tv stations to not more than five. Granted Sept. 16.

Augusta, Ga.—Radio Augusta Inc. (WRDW), granted vhf ch. 12 (204-210 mc); ERP 102 kw visual and 51.3 kw aural; antenna height above average terrain 650 ft., above ground 499 ft. Estimated construction cost $257,896, first year operating cost $240,000, revenue $300,000. Post office address % WRDW, 8th and Broad Sts., Augusta. Studio location Masonic Building. Transmitter location Georgia Ave. at Observatory Ave. Geographic coordinates 33° 30' 21" N. Lat., 81° 57' 43" W. Long. Transmitter and antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer George C. Davis, Washington. Principals include President **Grover C. Maxwell** (25%), retail furniture. Vice President **Harry W. Jernigan** (25%), banker and hardware; Secretary-Treasurer **W. R. Ringson** (25%), 20% stockholder WHAN Charleston, S. C., and Exec. Vice President **Allen M. Woodall** (25%), president and ½ owner WDAK Columbus, Ga.; president and 26% stockholder WBML Macon, Ga., and president and 20% stockholder WMOG Brunswick, Ga. **F. Frederick Kennedy**, ⅓ owner WGAC Augusta, which dismissed its bid for vhf ch. 12, obtains option to purchase 20% interest in permittee for amount equal to price received from sale of WGAC stock. Granted Sept. 16.

Augusta, Ga.—The Georgia-Carolina Bcstg. Co., granted vhf ch. 6 (82-88 mc), ERP 23.4 kw visual, 11.7 kw aural; antenna height above average terrain 610 ft., above ground 450 ft. Estimated construction cost $88,000 (this does not include several major items of equipment already purchased and on hand; when first application was prepared in April 1950, applicant estimated construction cost at $103,000), first year operating cost $200,000, revenue $250,000. Studio and transmitter location 1305 Georgia Ave., North Augusta. Geographic coordinates 33° 30' 27" N. Lat., 81° 57' 42" W. Long. Transmitter DuMont, antenna RCA. Consulting engineer A. D. Ring & Co. Applicant is licensee of WJBF Augusta. Principals include President, Treasurer and General Manager **J. B. Fuqua** (94%); Vice President **D. M. Kelly** (4%), station manager, and Secretary **Steve Manderson** (2%), commercial manager. Address: Radio Station WJBF, P. O. Box 490, Augusta, Ga. Martin Theatres of Georgia Inc., and J. I. Sims d/b as Augusta Tv Co., who have dismissed their applications for vhf chs. 6 and 12 respectively, each receive option to purchase 22½% interest for $100,000. Granted Sept. 16.

Paducah, Ky.—Paducah Tv Co.—granted uhf ch. 43 (644-650 mc); ERP 17.4 kw visual, 8.71 kw aural; antenna height above average terrain 480 ft., above ground 490 ft. Estimated construction cost $245,496, first year operating cost $150,000, revenue $150,000. Post office address % George Becker, 270 Park Ave., New York. Studio location "to be determined," Paducah. Transmitter location 0.5 mi. E. of U. S. Hwy. 68, Reidland, Ky. Geographic coordinates 37° 00' 45" N. Lat., 88° 31' 26" W. Long. Transmitter and antenna RCA. Legal counsel, Fly, Shuebruk & Blume, Washington. Consulting engineer McIntosh & Inglis. Principals include President **Irving Geist**, New York clothing manufacturer, and **Francis Chorin**, New York investor, jointly owning 68% of new corporation; Secretary-Treasurer **George Becker**, New York lawyer and officer of several magazines; and two minority stockholders. Application states intent to add minority local stockholders. Granted Sept. 16.

Lafayette, La.—Evangeline Bcstg. Co. (KVOL) granted share-time on vhf ch. 10 (192-198 mc); ERP 55 kw visual, 29.5 kw aural; antenna height above average terrain 430 ft., above ground 473 ft. Estimated construction cost $317,900, first year operating cost $84,000, revenue $96,000. Post office address 519 South Buchanan St., Lafayette, La. Legal counsel Scharfeld, Jones & Baron, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President **Morgan Murphy**, who owns controlling interest in *Superior* (Wis.) *Evening Telegram; Manitowoc* (Wis.) *Herald-Times; Two Rivers* (Wis.) *Reporter; Chippewa Falls* (Wis.) *Herald-Telegram; Virginia* (Minn.) *Messabi Daily News; Lafayette* (La.) *Daily Advertiser;* Los Angeles (Calif.) *Eagle Rock News* and *Highland Park News-Herald;* similar control over WEBC-AM-FM Duluth, Minn., WMFG Hibbing, Minn., WEAU-AM-FM Eau Claire, Wis., and controls Lafayette Advertiser Co., 50% owner KVOL; Vice President **Mrs. George H. Thomas** (no other business interests indicated); Secretary **Harry Squiers**, 10% owner and editor of Lafayette (La.) Advertiser Gazette Inc., and Treasurer **George H. Thomas** (50%), also general manager and 50% owner of KANE New Iberia, La. Lafayette Advertisers Gazette Inc., Lafayette, La., owns 50% of applicant. Granted Sept. 16.

Lafayette, La.—Camellia Bcstg. Co. (KLFY), granted share-time on vhf ch. 10 (192-198 mc); ERP 55 kw visual, 29.5 kw aural; antenna height above average terrain 430 ft., above ground 440

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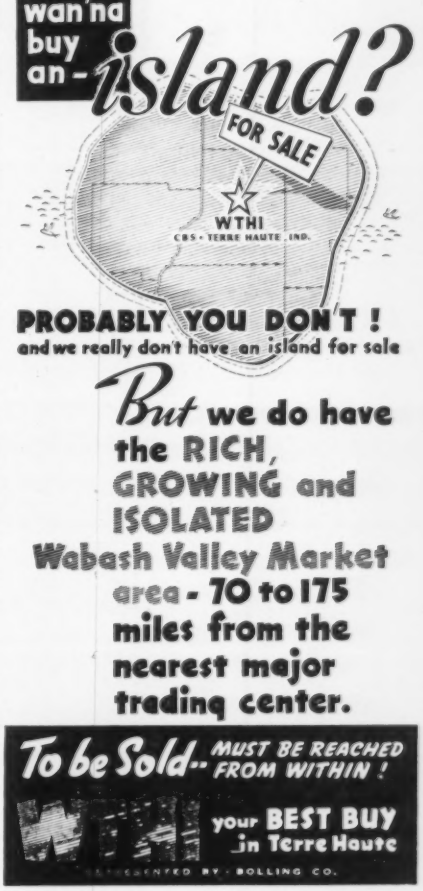

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ft. Estimated construction cost $236,000, first year operating cost $76,000, revenue $90,000. Post office address: P. O. Box 992. Legal counsel Cohn & Marks, Washington. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Principals include President **Paul H. DeClouet** (25%), Vice President **Thomas A. DeClouet** (25%), Vice President **Harold J. Delhommer** (25%), and Secretary-Treasurer **John W. Mitchell** (25%). Granted Sept. 16.

Shreveport, La.—Interim Tv Corp., granted vhf ch. 12 (204-210 mc); ERP 30.9 kw visual, 15.5 kw aural; antenna height above average terrain 240 ft., above ground 212 ft. Estimated construction cost $159,433.16, weekly operating cost $4,765, weekly revenue $6,000. Post office address P. O. Box 1222, Shreveport. Studio and transmitter location 726 Cotton St., Shreveport. Geographic coordinates 32° 30' 31" N. Lat., 93° 44' 59" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Weaver & Glassie, Washington. Consulting engineer Vandivere, Cohen & Wearn, Washington. This is temporary corporation formed by competitive applicants KRMD, Shreveport Tv Co. and Southland Tv Co., each owning ⅓ interest. Each group shares in cost of construction and operation until tv permit is granted. Successful applicant will purchase from two unsuccessful applicants their interest in the temporary corporation. Principals are President **Don George**, representing Shreveport Tv Co., Vice President **Justin R. Querbes Sr.**, representing Southland Tv, and Secretary-Treasurer **T. B. Langford**, representing KRMD [B•T, Sept. 21]. Granted Sept. 18.

APPLICATIONS

Hatfield, Ind.—Owensboro On The Air Inc. (WVJS-AM-FM) Owensboro, Ky. Vhf ch. 9 (186-192 mc); ERP 221 kw visual, 118 kw aural; antenna height above average terrain 931 ft., above ground 675 ft. Estimated construction cost $404,506.12, first year operating cost $412,500, revenue $424,500. Post office address 324 Allen St., Owensboro, Ky. Studio and transmitter location to be determined. Geographic coordinates 37° 54' 08" N. Lat., 87° 13' 54" W. Long. Transmitter and antenna, GE. Legal counsel Loucks, Zias, Young and Jansky, Washington. Consulting engineer Page, Creutz, Garrison & Waldschmitt, Washington. Principals include President **V. J. Steele** (69⅔%), Vice President **Malcolm Greep** (11%), and Secretary-Treasurer **N. A. Rhodes** (19%). Filed Sept. 18.

Petersburg, Va.—Petersburg Tv Corp. Vhf ch. 8 (180-186 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 538 ft., above ground 574 ft. Estimated construction cost $597,545.74, first year operating cost $760,000, revenue $760,000. Post office address % Thomas G. Tinsley, 6200 Broad St. Rd., Richmond, Va. Studio location 214 E. Washington St., Petersburg. Transmitter location Hundred Road, 7.5 miles E of Chester, Va. Geographic coordinates 37° 20' 33" N. Lat., 77° 18' 17" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Bingham, Collins, Porter and Kistler, Washington. Consulting engineer Robert E. L. Kennedy, Washington. Principals include President **Thomas G. Tinsley Jr.**, president and 14% stockholder WITH-AM-FM-TV Baltimore, president and 99.6% stockholder WLEE-AM-FM Richmond; Vice President **Irvin G. Abeloff** (2.2%), director WLEE; Vice President **H. Carter Myers Jr.** (2.2%), real estate and auto dealer; Secretary **Alexander Hamilton Jr.** (1.1%), attorney; Treasurer **Benjamin T. Kinsey** (2%), attorney, and **Lee Bcstg. Corp.** (WLEE-AM-FM Richmond, Va.) (45%). Filed Sept. 21.

Petersburg, Va.—Southside Virginia Telecasting Corp. Vhf ch. 8 (180-186 mc); ERP 253 kw visual, 144.5 kw aural; antenna height above average terrain 405 ft., above ground 473 ft. Estimated construction cost $455,000, first year operating cost $425,000, revenue $475,000. Post office address 112 W. Tabb St., Petersburg. Studio location 3d and Henry St., Petersburg. Transmitter location U. S. Hwy. #1, 4 miles N of Petersburg. Geographic coordinates 37° 17' 43" N. Lat., 77° 24' 46" W. Long. Transmitter DuMont, antenna RCA. Legal counsel, Cohn & Marks, Washington. Consulting engineer, Craven, Lohnes and Culver, Washington. Principals include President **Louis H. Peterson** (51%), president and 95% stockholder WSSV Petersburg, president and owner WNOR Norfolk and owner Peterson Advertising Co., outdoor advertising; Vice President **William R. Seward** (6.25%), luggage manufacturer; Secretary **M. Watkins Booth** (0.25%), attorney, and Treasurer **R. F. Burke Steele** (0.75%), banker. Filed Sept. 21.

APPLICATIONS AMENDED

Ottumwa, Iowa—Lee E. Baker amends application for new am station on 1480 kc, 500 w daytime to specify transmitter location as on Blackhawk Road, 2.25 miles W of city limits of Ottumwa. Filed Sept. 18.

Topeka, Kan.—Alf M. Landon amends application for new tv station on uhf ch. 42 to change ERP to 83.4 kw visual and 41.7 kw aural; antenna height above average terrain 384 ft. Filed Sept. 8.

Portland, Me.—Murray Carpenter amends application for new tv station on vhf ch. 13 to change name of applicant to Murray Carpenter and Assoc. Filed Sept. 18.

Grand Rapids, Mich.—Music Bcstg. Co. (WGRD) amends application for new tv station on uhf ch. 23 to change studio location to Plymouth Road at Leonard St., Grand Rapids. Filed Sept. 18.

Saginaw, Mich.—Tri-City Tv Corp. amends application for new tv station on uhf ch. 51 to change ERP to 22.6 kw visual and 12.2 kw aural; antenna height above average terrain to 510 ft. Filed Sept. 18.

Lorain, Ohio—Lorain Journal Co. amends application for uhf ch. 31 to change ERP to 217 kw visual and 114 kw aural; antenna height above average terrain to 361 ft. Filed Sept. 11.

Corpus Christi, Tex. Gulf Coast Bcstg. Co. (KRIS) amends application for vhf ch 6 to change ERP to 53.5 kw visual and 32.1 kw aural. Filed Sept. 11.

Clarksburg, W. Va.—Ohio Valley Bcstg. Corp. amends application for new tv station on vhf ch. 12 to change ERP to 53 kw visual and 26.6 kw aural; antenna height above average terrain to 740 ft. Filed Sept. 18.

Charleston, W. Va.—Capital Tv Inc. amends application for new tv station on vhf ch. 8 to change antenna height above average terrain to 685 ft. Filed Sept. 11.

Madison, Wis.—Badger Tv Co. (WIBA) amends application for vhf ch. 3 to change antenna height above average terrain to 806 ft. Filed Sept. 18.

APPLICATIONS DISMISSED

San Jose, Calif.—San Jose Tv Bcstg. Co. granted dismissal of bid for new tv station on vhf ch. 11 at request of attorney. Dismissed Sept. 22.

Hartford, Conn.—Conn. Bcstg. Co. granted dismissal of bid for new tv station on vhf ch. 3 at request of attorney. Dismissed Sept. 22.

Fargo, N. D.—M. B. Rudman tr/as Rudman Tv Co. granted dismissal of bid for new tv station on vhf ch. 13 at request of attorney. Dismissed Sept. 14.

Petersburg, Va.—Lee Bcstg. Corp. granted dismissal of bid for new tv station on vhf ch. 8 at request of attorney. Dismissed Sept. 22.

Petersburg, Va.—Southside Virginia Bcstg. Corp. granted dismissal of bid for new tv station on vhf ch. 8 at request of attorney. Dismissed Sept. 22.

Existing Tv Stations . . .

ACTIONS BY FCC

KECA-TV Los Angeles, Calif.—American Bcstg.-Paramount Theatres Inc. granted modification of CP for vhf ch. 7 to change ERP to 129 kw visual and 64.6 kw aural; antenna height above average terrain 2,970 ft. Granted Sept. 18, announced Sept. 22.

KBAY-TV San Francisco, Calif. — Station KBAY-TV granted STA to operate commercially on uhf ch. 20 for the period ending Nov. 11. Granted Sept. 15; announced Sept. 22.

KLZ-TV Denver, Colo.—Aladdin Radio and Tv Inc. granted modification of CP for vhf ch. 7 to change ERP to 269 kw visual and 135 kw aural; antenna height above average terrain 1,010 ft. Granted Sept. 15; announced Sept. 22.

WIRK-TV West Palm Beach, Fla.—WIRK-TV granted STA to operate commercially on uhf ch. 21 for the period ending Dec. 13. Granted Sept. 11; announced Sept. 22.

KBOI (TV) Meridian, Idaho—Boise Valley Bcstrs. Inc. granted modification of CP for vhf ch. 2 to change ERP to 13.8 kw visual and 6.92 kw aural; antenna height above average terrain 2,540 ft. Granted Sept. 18; announced Sept. 22.

KTVH (TV) Hutchinson, Kan.-Hutchinson Tv Inc. granted modification of CP for vhf ch. 12 to change ERP to 240 kw visual and 120 kw aural; antenna height above terrain 800 ft. Granted Sept. 18; announced Sept. 22.

WEHT (TV) Henderson, Ky.—Ohio Valley Tv Co. granted STA to operate commercially on uhf ch. 50 for the period ending Dec. 3. Granted Sept. 14; announced Sept. 22.

WTAO-TV Cambridge, Mass.—Middlesex Bcstg. Corp. granted STA to operate commercially on uhf ch. 56 for the period ending Jan. 5, 1954. Granted Sept. 16; announced Sept. 22.

WOCN (TV) Atlantic City, N. J.—Matta Enterprises granted modification of CP for uhf ch. 52 to change transmitter and studio location to top of Haddon Hall Hotel; ERP to 24.5 kw visual and 13.2 kw aural; antenna height above average terrain 360 ft. Granted Sept. 14; announced Sept. 22.

KOAT-TV Albuquerque, N. M.—Alvarado Bcstg. Co. granted STA to operate commercially on uhf ch. 17 for the period ending Feb. 17, 1954. Granted Sept. 14; announced Sept. 22.

WECT (TV) Elmira, N. Y.—El-Cor Tv Inc. granted STA to operate commercially on uhf ch. 18 for the period ending Oct. 25. Granted Sept. 14; announced Sept. 22.

WTOB-TV Winston-Salem, N. C. — Winston-Salem Bcstg. Co. granted STA to operate commercially on uhf ch. 26 for the period ending March 3, 1954. Granted Sept. 18; announced Sept. 22.

WSTV-TV Steubenville, Ohio — WSTV Inc. granted STA to operate commercially on vhf ch. 9 for the period ending April 12, 1954. Granted Sept. 16; announced Sept. 22.

WILK-TV Wilkes-Barre, Pa.—Wyoming Valley Bcstg. Co. granted STA to operate commercially on uhf ch. 34 for the period ending Jan. 25, 1954. Granted Sept. 11; announced Sept. 22.

WCOS-TV Columbia, S. C.—Radio Columbia granted modification of CP for uhf ch. 25 to change ERP to 83.2 kw visual and 44.7 kw aural; antenna height above average terrain 650 ft. Granted Sept. 16; announced Sept. 22.

WTSK (TV) Knoxville, Tenn.—W. R. Tuley, et al d/b as Tv Services of Knoxville granted mod-

ification of CP for uhf ch. 26 to change studio and transmitter location to 0.2 mile NE of Sharpe Ridge, Memorial Rd., Knoxville; ERP to 21.9 kw visual and 11.0 kw aural; antenna height above average terrain 479.3 ft. Granted Sept. 18; announced Sept. 22.

WSVA-TV Harrisonburg, Va.—Shenandoah Valley Bcstg. Corp. granted STA to operate commercially on vhf ch. 3 for the period ending March 28, 1954. Granted Sept. 14; announced Sept. 22.

WKNA-TV Charleston, W. Va.—Joe L. Smith Jr. Inc. granted STA to operate commercially on uhf ch. 49 for the period ending Nov. 4. Granted Sept. 17; announced Sept. 22.

WOKY-TV Milwaukee, Wis.—Bartell Bcstrs. Inc. granted STA to operate commercially on uhf ch. 19 for the period ending Sept. 26. Granted Sept. 16; announced Sept. 22.

STATIONS DELETED

KNDK (TV) Minot, N. D.—M. B. Rudman tr/as Rudman Tv Co. FCC granted deletion of station on vhf ch. 10 at request of attorney. Deleted Sept. 18.

KBSM (TV) Bismarck, N. D.—M. B. Rudman tr/as Rudman Tv Co. FCC granted deletion of station on vhf ch. 12 at request of attorney. Deleted Sept. 14.

APPLICATIONS

WCTB (TV) Bridgeport, Conn.—Conn. State Board of Education seeks modification of CP for educational uhf ch. 71 to change ERP to 280 kw visual and 145.5 kw aural; antenna height above average terrain 527 ft. Filed Sept. 11.

WINK-TV Ft. Myers, Fla.—Ft. Myers Bcstg. Co. seeks modification of CP for vhf ch. 11 to change ERP to 11.16 kw visual and 5.56 kw aural; antenna height above average terrain 315.5 ft. Filed Sept. 21.

WJDM (TV) Panama City, Fla.—J. D. Manly seeks modification of CP for vhf ch. 7 to change ERP to 10.7 kw visual and 5.36 kw aural; transmitter location to U. S. Hwy. 98, approximately 1.6 miles W of Hathaway Bridge, Panama City; antenna height above average terrain 477 ft. Filed Sept. 11.

KOLN-TV Lincoln, Neb.—Cornhusker Radio and Tv Corp. seeks modification of CP for vhf ch. 12 to change ERP to 316 kw visual and 158 kw aural; transmitter location to K Township, 6 miles E of Beaver Crossing, Neb.; antenna height above average terrain 1,000 ft. Filed Sept. 18.

WRTV (TV) Asbury Park, N. J.—Atlantic Video Corp. seeks modification of CP for uhf ch. 58 to change ERP to 17.10 kw visual and 9.23 kw aural; antenna height above average terrain 444 ft. Filed Sept. 11.

WVEC-TV Hampton, Va. — Peninsula Bcstg. Corp. seeks modification of CP for uhf ch. 15 to change ERP to 220 kw visual and 114 kw aural; antenna height above average terrain 480 ft. Filed Sept. 11.

WTAP (TV) Parkersburg, W. Va.—W. Va. Enterprises Inc. seeks modification of CP for uhf ch. 15 to change ERP to 19.1 kw visual and 10.3 kw aural; studio location to 121 W. 7th St., Parkersburg; antenna height above average terrain 572 ft. Filed Sept. 18.

KFBC-TV Cheyenne, Wyo.—Frontier Bcstg. Co. seeks modification of CP for vhf ch. 5 to change ERP to 100 kw visual and 50 kw aural; transmitter location to 10 miles W of Cheyenne; studio location to Plains Hotel, 16th and Central Ave., Cheyenne; antenna height above average terrain 521.5 ft. Filed Sept. 18.

APPLICATIONS AMENDED

KBAY-TV San Francisco, Calif.—Lawrence A. Harvey seeks modification of CP for uhf ch. 20 to change ERP to 178 kw visual and 96 kw aural; antenna height above average terrain 1,066 ft. Filed Sept. 18.

KCCC-TV Sacramento, Calif.—Capital City Tv Corp. seeks modification of CP for uhf ch. 40 to change ERP to 154 kw visual and 83 kw aural; change studio location to 3.4 miles NW of Sacramento city limits on Garden Hwy.; antenna height above average terrain 480 ft. Filed Sept. 21.

New Am Stations . . .

APPLICATIONS

Roseville, Calif.—Charles E. Halstead Jr. tr/as Golden State Bcstg. Co., 770 kc, 500 w daytime. Estimated construction cost $23,000, first year operating cost $10,000, revenue $52,000. Halstead is former owner-manager KDIA Auburn, Calif. Post office address 102 Vernon St., Roseville. Filed Sept. 4.

Auburn, Calif.—Charles E. Halstead Jr. tr/as Radio Auburn, 1490 kc, 250 w unlimited. First year operating cost $36,000, revenue $52,000. Halstead is former owner-manager KDIA Auburn. Post office address Box 992, Auburn. Filed Sept. 4.

Dade City, Fla.—Pasco Bcstg. Co., 1350 kc, 1 kw daytime. Estimated construction cost $17,669.64, first year operating cost $29,500, revenue $42,000. Principals in partnership include **Elmo B. Kitts** (25%), general manager and ⅓ owner WEBK Tampa, Fla.; **E. P. Martin** (25%), ⅓ owner WEBK; **Alpha Martin** (25%), ⅓ owner WEBK; **John A. Branch** (12½%), Tampa attorney, and **John D. Goff** (12½%), Tampa attorney. Post office address % Elmo B. Kitts, P. O. Box 5052, Tampa. Filed Sept. 4.

Danton, Ga.—James Q. Honey and Kenneth H. Flynt d/b as Whitefield Bcstg. Co., 1280 kc, 1 kw daytime. Estimated construction cost $12,373.47, first year operating cost $35,000, revenue $48,000. Principals include **James Q. Honey** (66⅔%), general manager WGRA Cairo, Ga.; WFPM Ft. Valley, Ga., and WTUS Tuskegee, Ala., and **K. H. Flynt** (33⅓%), commercial manager WFPM. Post office address % James Q. Honey, Cairo, Ga. Filed Sept. 14.

Ashland, Ky.—States Bcstg. System Inc., 1420 kc, 5 kw daytime. Estimated construction cost $29,996, first year operating cost $100,000, revenue $120,000. Principals include President **Charles F. Trivette** (44%), former state senator and ⅓ owner WTCW Whitesburg, Ky.; **Helen H. Trivette** (8%); Secretary-Treasurer **Herman G. Dotson** (4%), attorney in Pikeville, Ky.; **Hazel T. Dotson** (4%); Vice President **Elmo Mills** (4%), auto dealer in Freeburn, Ky., and **Betty O. Mills** (4%). Post office address % Charles F. Trivette, 1500 Beverly Blvd., Ashland. Filed Sept. 10.

Plymouth, Mass.—Sherwood J. Tarlow, 990 kc, 1 kw daytime. Estimated construction cost $18,775, first year operating cost $43,450, revenue $51,650. Mr. Tarlow is owner WHIL Medford, Mass., and applicant for new am station at Beverly, Mass. Post office address % WHIL, 99 Revere Beach Pkwy., Medford. Filed Sept. 9.

Jackson, Miss.—W. L. Kent and J. M. McClendon d/b as Dixieland Bcstg. Co., 1590 kc, 1 kw daytime. Estimated construction cost $16,000, first year operating cost $30,000, revenue $42,000. Principals each own ½ interest of WNLA Indianola, Miss. Post office address P. O. Box 275 Indianola, Miss. Filed Sept. 14.

Chadron, Neb. — Community Service Radio Corp., 1450 kc, 250 w unlimited. Estimated construction cost $18,658.88, first year operating cost $56,890.56, revenue $60,384.84. Principals include President **William H. Finch** (43.75%), sales manager KRAI Craig, Colo.; Vice President **Fouse** (12.5%), printing company salesman and Secretary-Treasurer **Robert W. Fouse** (43.75%), announcer, KTLN Denver, Colo. Filed Sept. 3.

Hobbs, N. M.—W. Lloyd Hawkins and Ted Lawson d/b as Lea County Bcstg. Co., 1280 kc, 1 kw daytime. Estimated construction cost $16,775, first year operating cost $40,000, revenue $50,000. Principals in partnership are **W. L. Hawkins** (50%), 20% partner KTNM Tucumcari, N. M., and **T. Lawrence** (50%), 10% partner KTNM. Post office address % W. L. Hawkins, P. O. Box 668, Tucumcari, N. M. Filed Sept. 4.

Canton, N. C.—Western N. C. Bcstrs. Inc., 970 kc, 1 kw daytime. Estimated construction cost $24,100, first year operating cost $43,000, revenue $50,000. Principals include President **B. M. Middletown** (71.45%), president and ¼ owner WHKP-AM-TV Hendersonville, N. C., and 7% stockholder WUSN Charleston, S. C.; Vice President **Kermit Edney** (17.85%), vice president and 5% stockholder WHKP, and Secretary-Treasurer **D. A. Gilmore** (8.9%), treasurer and 3% stockholder WHKP. Post office address 137½ Main St., Canton. Filed Sept. 9.

APPLICATION AMENDED

McKenzie, Tenn. — The Tri-City Bcstg. Co. amends application for new am station on 1440 kc, 500 w daytime to specify transmitter and studio location as on secondary road, 1 mile East S.E. of McKenzie. Filed Sept. 18.

Existing Am Stations . . .

ACTIONS BY FCC

WROW Albany, N. Y.—Hudson Valley Bcstg. Co. granted request for waiver of rules and modified license to change main studio location to site outside city limits which is not transmitter location. Action Sept. 23.

WAYS Charlotte, N. C.—Inter-City Advertising Co. of Charlotte. Granted request for waiver of rules and modified license to change main studio location to a site outside the city limits which is not the transmitter location. Action Sept. 23.

WOSA Wausau, Wis.—Alvin E. O'Konski granted extension of authority to March 23, 1954, to operate from present studio location in Merrill, Wis., pending completion of studio in Wausau. Granted Sept. 23.

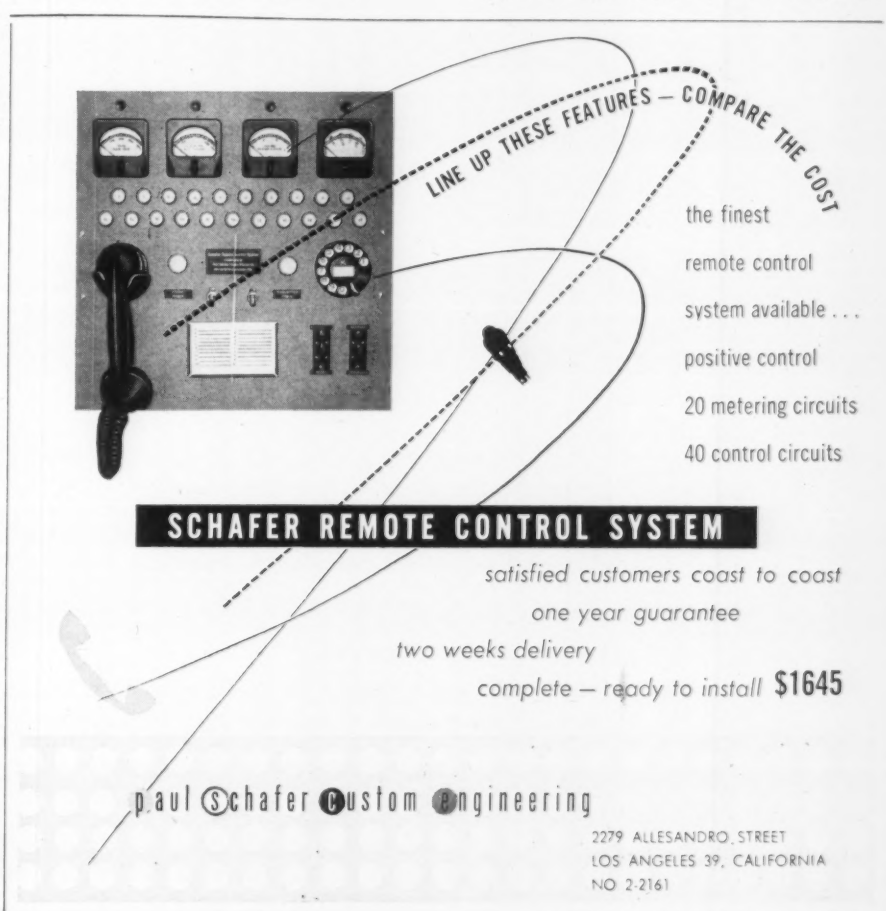
APPLICATIONS

WJMW Athens, Ala.—Athens Bcstg. Co. seeks modification of CP to increase power from 500 w to 1 kw. Filed Sept. 9.

KVRF Apple Valley, Calif.—Apple Valley Bcstg. Co. seeks modification of CP to change transmitter and studio location from Victorville to Apple Valley, Calif. Filed Sept. 14.

KBLF Red Bluff, Calif.—Hal K. Shade seeks CP to change from 1490 kc to 1230 kc. Filed Sept. 9.

WTAQ La Grange, Ill. — Russell G. Salter, Charles F. Sebastian and William A. Murphy d/b



as La Grange Bcstg. Co. seeks CP to change hours of operation from daytime to unlimited, directional night. Filed Sept. 14.

KWWL Waterloo, Iowa—Black Hawk Bcstg. seeks CP to increase nighttime power from 1 kw to 5 kw. Filed Sept. 9.

KWOC Poplar Bluff, Mo.—Poplar Bluff Bcstg. seeks CP to change from employing directional antenna day and night to night only. Filed Sept. 9.

WITA San Juan, P. R.—Electronic Enterprises Inc. amends application for CP (to change from 1400 kc, 250 w to 1140 kc, 500 w night, 1 kw daytime; change transmitter location from Santurce to Cantano, P. R.) to change daytime power to 500 w. Filed Sept. 15.

APPLICATION AMENDED

Vancouver, Wash.—Charles Weagant and Ralph Weagant d/b as Western Bcstg. Co. amends application for new am station on 1010 kc, 1 kw daytime to specify 1150 kc. Filed Sept. 18.

New Fm Stations . . .

ACTION BY FCC

Bay Shore, N. Y.—Great Bay Shore Bcstg. Co. granted CP for new fm station on ch. 290 (105.9 mc); ERP 20 kw; antenna height above average terrain 125 ft. Granted Sept. 23.

APPLICATIONS

Olney, Ill.—Olney Bcstg. Co. seeks CP for new fm station on ch. 225 (92.9 mc) with ERP of 18.38 kw. Filed Sept. 18.

Portsmouth, Va.—Commonwealth Bcstg. Corp. seeks new fm station on ch 259 (99.7 mc) with ERP of 4.536 kw. Filed Sept. 18.

APPLICATION DISMISSED

Lebanon, Pa.—Radio Lebanon, Fm and Tv Inc. FCC dismissed application for new fm station on ch. 281 (104.1 mc) with ERP of 4.536 kw. Dismissed Sept. 18.

Existing Fm Stations . . .

APPLICATIONS

WERS (FM) Boston, Mass.—Emerson College seeks CP to change ERP from 330 w to 17.945 kw; antenna height above average terrain from 45 ft. to 54.46 ft. Filed Sept. 18.

KCRK (FM) Cedar Rapids, Iowa—The Gazette Co. seeks CP to change ERP from 50 kw to 24.9 kw; antenna height above average terrain from 320 ft. to 306 ft. Filed Sept. 18.

KSBR (FM) San Bruno, Calif.—Radio Diablo Inc. seeks modification of CP to change ERP from 250 kw to 63 kw; antenna height above average terrain from 2,470 ft. to 3,105 ft.; change studio location from 798 San Mateo Ave., San Bruno, to ¼ mile due W. of Summit of Mt. Diablo. Filed Sept. 10.

STATIONS DELETED

KXEL-FM Waterloo, Iowa—Josh Higgins Bcstg. Co. granted request to cancel license and delete fm station on ch. 289. Deleted Sept. 14; announced Sept. 22.

WNAM-FM Neenah, Wis. — Neenah-Menasha Bcstg. Co. granted request to cancel license and delete fm station on ch. 253. Deleted Sept. 14; announced Sept. 22.

WSIX-FM Nashville, Tenn.—WSIX Bcstg. Station granted request to cancel license and delete fm station on ch. 248. Deleted Sept. 14; announced Sept. 22.

WVOW-FM Logan, W. Va.—Logan Bcstg. Corp. granted request to cancel license and delete fm station on ch. 222. Deleted Sept. 14; announced Sept. 22.

Ownership Changes . . .

ACTIONS BY FCC

KXAR Hope, Ark.—Hope Bcstg. Co. granted voluntary acquisition of control by Alex H. Washburn through purchase of 12½% interest from Roy Anderson for $3,375. Mr. Washburn will now own 52½%. Anderson retains 12½% interest. Granted Sept. 18; announced Sept. 22.

KFEL-AM-FM-TV Denver, Colo.—Eugene P. O'Fallon granted voluntary transfer of control through transfer of 97.86% of stock to Eugene O'Fallon Trust: Eugene P. O'Fallon Jr., Martin J. O'Fallon and Eugene P. O'Fallon, trustees. Granted Sept. 23.

KWAL Wallace, Idaho — Silver Bcstg. Co. granted voluntary transfer of control to Metals Bcstg. Co. through sale of all outstanding stock by J. R. Binyon for $84,000. Principals are R. Lee Black (91%), vice president and 2.5% stockholder KIMA-AM-TV Yakima, Wash., and James G. Talbot (7.5%). Granted Sept. 23.

KACY (TV) Festus, Mo.—Ozark Tv Corp. granted transfer of control from Carl G. McIntire to himself and 12 local professional and business men. Mr. McIntire formerly was sole owner and will now own 15%. Granted Sept. 23.

KIMO Independence, Mo.—Frank E. Fowler, Craig Siegfried, Cedric Siegfried and Charles Siegfried d/b as The Blue Valley Co. granted voluntary assignment of license to Craig Siegfried. In consideration Craig Siegfried transfers all his rights in Diamond Bowling Alley, Independence. Granted Sept. 23.

KANA Anaconda, Mont.—Mosby's Inc. granted assignment of license to Anaconda Bcstg. Co. for 80% interest in Anaconda Bcstg. Granted Sept. 16.

KOAT-TV Albuquerque, N. M.—Alvarado Bcstg. Co. (KOAT) granted voluntary assignment of CP to Alvarado Tv Co. for $20,000. Principals are Albuquerque Exhibitors Inc. (33%), motion picture exhibitor; Pearce C. Rodey (3%), Albuquerque attorney, and J. B. Stephenson (2%), Albuquerque accountant. KOAT retains 60% interest. Granted Sept. 23.

KLEA Lovington, N. M.—David R. Worley and Bruce C. Zorns d/b as Prosperity Land Bcstg. Co. granted voluntary assignment of license to David R. Worley through sale by Mr. Zorns of 50% interest for $10,000. Mr. Worley will now own 100%. Mr. Worley owns 20% of KTNM Tucumcari, N. M., and is vice president and 20% stockholder of KDAV Lubbock, Tex. Granted Sept. 23.

KBIM Roswell, N. M.—Theodore Rozzell, William Paul Brown and Vernon Newton Hughes d/b as Radio Station KBIM granted voluntary assignment of license to William Paul Brown, Paul F. Jergins and Vernon Newton Hughes d/b as Radio Station KBIM through sale of 45% interest for $8,500 by Mr. Rozzell to Paul F. Jergins, employe of Santa Fe R.R. Granted Sept. 26.

WELS Kinston, N. C.—Farmers Bcstg. Service Inc. granted transfer of control from Jack Siegal and Robert E. Wasdon to E. L. Scott through sale of ⅔ interest for $14,000. Mr. Scott, ⅓ owner WLOW-AM-TV Portsmouth, Va., will now own 100%. Granted Sept. 23.

WHCC Waynesville, N. C.—WHCC Inc. granted voluntary assignment of license to Kenneth D. Fry and Margaret F. Fry d/b as Radio Station WHCC through sale of interest by Holt McPherson (89%) and James B. Childress (10%) for $36,250. Mr. Fry is former radio and tv director, Democratic National Committee. Granted Sept. 23.

KGWA Enid, Okla.—Public Bcstg. Service Inc. granted voluntary transfer of control to George B. Failing Supply Co. through sale by G. W. Athey and George Hutchinson of 150 shares each for $70,000 and cancellation of loans totaling $20,000. Mr. Failing will now own 100% interest. Granted Sept. 23.

KRBC-AM-TV Abilene, Tex.—Reporter Bcstg. Co. granted transfer of control to Lewis J. Ackers, Mrs. Sybil J. Ackers, Dale Ackers and Jack Andrews (100%) through sale of outstanding stock for $500,000. Lewis J. Ackers is owner Shackelford & Stephens Co., ranching and oil business. Dale Ackers is sales manager Universal Motors, Ford new car agency, and Jack Andrews is district manager Anderson-Clayton Cotton Co. Granted Sept. 16.

KSEL Lubbock, Tex. — Lubbock Bcstg. Co. granted assignment of license to News Inc. for $225,000. Principals include Charles A. Sammons (26⅔%), insurance; Dallas Rupe & Son (33⅓%), investment bankers; Houston Fire and Casualty Co. (33⅓%) and Carl M. Loeb (6⅔%), stock broker. Granted Sept. 23.

WHJC Matewan, W. Va.—Fred A. Staples, Fred Morningstar, Joseph R. Pickering, Donna Bjork, d/b as Three States Bcstg. Co. granted assignment of license to a new corporation of the same name for 50 shares of stock each. Marvin J. Peterson and Ed G. Stanley each purchase 50 shares for $5,000. All stockholders will now own 16⅔% interest. Granted Sept. 23.

APPLICATIONS

KDB Santa Barbara, Calif.—Lincoln Dellar seeks voluntary assignment of license to F. Robert Bauer for $75,600. Mr. Bauer is former manager of radio and tv media of Cunningham and Walsh, N. Y. advertising agency. Filed Sept. 5.

KROG Sonora, Calif.—Ken Randolph seeks voluntary assignment of license to Brewster E. Ferrel for $2,000. Mr. Ferrel is concrete contractor in Modesto, Calif. Filed Sept. 10.

WICH Norwich, Conn.—Eastern Conn. Bcstg. Co. seeks voluntary transfer of control to J. K. Lasser through sale of all stock by Harrison C. Noyes, Clifford C. Oat and John Deme for $10,000. Lasser purchases note from The Bulletin Co., Norwich, for $65,000. Lasser is an accountant, professor and noted author on income tax and business management. Filed Sept. 10.

WDBF Delray Beach, Fla.—Robert G. Misenheimer tr/as Delray Bcstrs. seeks voluntary assignment of CP to Delray Bcstg. Corp. for $2,000. Principals include President-Treasurer **Harold P. Forstenau**, Vice President **Anne Barrons Forstenau** and Secretary **Mary Rose Forstenau**. All outstanding stock is held jointly by H. P. Forstenau and his wife M. R. Forstenau. Filed Sept. 4.

WDEC Americus, Ga.—American Bcstg. Co. seeks voluntary transfer of control to John E. Gilstrap Jr. and 19 others through sale of 59.75% of stock for $32,000. Purchasers are all local businessmen. Filed Sept. 11.

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WLBK DeKalb, Ill.—DeKalb Radio Studios Inc. seeks voluntary transfer of control to Arnold M. Fredericks and 5 others through sale of all stock for $55,000. Principals include President George Biggar (18.09%), program director WLS Chicago, Secretary-Treasurer Theodore Stetzer (22.66%), plastic manufacturer. Filed Sept. 11.

WNJR Newark, N. J.—Evening News Pub. Co. seeks voluntary assignment of license to Rollins Bcstg. Inc. (WRAD Radford, Va.; WJWL-AM-FM Georgetown, Del.; WFAI Fayetteville, N. C.; WRAP Norfolk, Va.) for $145,000. Principals include President John W. Rollins (62.5%), Vice President-Secretary O. Wayne Rollins (33.3%) and Secretary Katherine E. Rollins (4.2%). Rollins Bcstg. is applicant for new am stations at Jacksonville, Fla., Indianapolis, Ind., and Houston, Tex., and applicant for new tv station at Fayetteville, N. C. Filed Sept. 9.

WHNC-AM-FM Henderson, N. C.—Henderson Radio Corp. seeks voluntary acquisition of control by Nathan Frank through purchase of 80% interest from other stockholders for $84,000. Mr. Frank, general manager of WHNC, will now own 100%. Upon approval of this transfer Frank will surrender CP for new am station on 1450 kc, 250 w unlimited for Henderson. Filed Sept. 3.

WEYE Sanford, N. C.—Waldo W. Primm seeks voluntary assignment of license to Lee Bcstg. Corp. (WWGP Sanford) for $10,200. Principals include Albert Robert Powers (25%), President W. L. Simmons (8.34%), stockholder in local department store; Vice President J. R. Ingram (4.17%), soft drink bottler, and Secretary-Treasurer Waldo W. Primm. Filed Sept. 9.

WLMJ Jackson, Ohio—Luther M. Jones seeks voluntary assignment of CP to WLMJ Inc. for $1,000. Principals include President Frances D.

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Help Wanted

Several attractive openings in Florida for qualified announcers, salesmen, newsmen, writers. Applicants invited file full details with Secretary, Florida Association of Broadcasters, Box 190, Quincy, Florida.

Managerial

Commercial manager at once with plenty ideas for 5000 watt fulltime station. Write Box 929X, B•T.

Combination manager-chief engineer wanted for new low frequency daytime station in deep south. Excellent opportunity with good starting pay. Box 956X, B•T.

Need complete experienced staff for new 5 kw daytime station on 950 kc's to be built soon at Jefferson City, Missouri. Especially interested now in interviewing commercial manager, as well as chief engineer who is an excellent announcer. Contact John Conwell, KNCM, Moberly, Missouri.

WAVE-Radio, NBC, needs an aggressive experienced radio time salesman. Write Commercial Manager, WAVE-Radio, Louisville 2, Ky.

Business woman, between 30 and 40 with executive ability in broadcasting needed immediately to assist manager. Splendid opportunity, above average salary at progressive station in ideal southern city. Airmail information to Manager, WJXN, Jackson, Mississippi.

Salesmen

Farm director-salesman wanted by Minnesota station. Must be good salesman. Salary and commission. Box 852X, B•T.

Excellent opportunity for ambitious, mature man or woman to become a top radio time salesman in highest rated network station in Ohio city. Must know radio will train for sales. Box 897X, B•T.

Salesman for 14 year old station in non-TV area. $75.00 weekly draw against 20% commission. No high pressure. Radio experience necessary but not sales, must have car. Mail history, references and current snapshot to Box 915X, B•T.

Experienced radio-minded salesman for progressive midwestern independent. Liberal drawing account against 15 percent commission plus gasoline mileage. Sales aids as BAB and Nielsen. No high pressure men need apply. Send complete information, first letter. Box 924X, B•T.

Salesman wanted at once for 5000 watt fulltime station. Good wages and commission. Write Box 930X, B•T.

Western NBC regional, excellent market, offers radio-minded local salesman opportunity to earn $10,000 plus. Weekly base, $100. against 15 percent. Substantial tax-free car allowance. Pleasant middle-sized community, good schools, good weather (no snow). Box 964X, B•T.

Salesman with possibilities toward local sales. Manager and assistant manager after ability proven on 1 kw independent. Prefer man who has announced, produced and who likes to sell. Airmail full details and photo. Box 965X, B•T.

Salesman or comm. manager, 1000 watt, North Carolina, you can write your own ticket on earnings. Best opening in the state. Send full details first letter. Box 984X, B•T.

Radio Station KOCA, Kilgore, Texas, has immediate employment for salesman with knowledge of sports and good announcing voice. $65.00 weekly salary plus 15% commission.

We offer a good salesman an excellent money proposition at one of North Carolina's best 250 watt fulltime stations in top small market. Must be a worker with good habits. Contact John Greene, Manager, WNNC, Newton, North Carolina.

Help Wanted—(Cont'd)

Salesmen—two. New 1 kw AM station in city of 105,000. Only one other station competition—same power. Chance to make real money if you've got the stuff. Want livewires—opportunity too good to waste on others. Drawing account plus full commission. Send photo and full details to WRRR, 113 S. Court Street, Rockford, Ill.

Announcers

Florida—$80; 44 hours. Experienced announcer who can also do hillbilly character. Only best voices apply, please. Send tape first letter. Box 561X, B•T.

Immediate opening—for good, strong morning man. Personality with showmanship and ambition to promote self, wanted to take over established popular DJ spot. 1000 watt midwest station can make attractive offer. Send full particulars, tape and photo to Box 613X, B•T.

Combo man wanted for central Pennsylvania AM-FM. You don't have to be a whiz at engineering, but a good basic knowledge will help. Announcing should be diversified in abilities. Post is permanent. 40 hour, 5 day week. Paid vacation. Car necessary. Send tape, resume and starting salary. Box 655X, B•T.

Southern 50,000 watt CBS station needs two (2) staff announcers. Good opportunity to join good, solid, sober staff. Box 892X, B•T.

Good, experienced announcer who can sell and prefers top salary to commission. Hard worker. Southwest, network. Box 937X, B•T.

Announcer, strong-experienced all-round, for large progressive, competitive east Tennessee market. Salary commensurate with initiative and ability. Send personal history and photo. Box 940X, B•T.

Announcer: Experience not necessary. Must have suitable voice and willingness to work hard and learn. Send complete details, photo, audition to Box 944X, B•T.

Negro DJ for rhythm and blues show in large southeastern market. Must be hep to the jive. Pay commensurate with ability. Resume no tape. Box 948X, B•T.

Looking for your big opportunity? News and pop music man wanted for strong independent operation. Send audition to Box 950X, B•T.

Near Chicago. 1000 watt independent wants experienced announcer who can do limited amount of transmitter work. Good pay for right man. Personal interview required. State age, experience. Box 958X, B•T.

Experienced announcer for radio and television station in large southwestern market. Starting salary $85., periodic increases, 40 hour week. No talent fees. Send background and tape or disc. Box 963X, B•T.

Announcer. Six months experience, all phases. Excellent potential. Good news and commercial delivery. References, tape, resume. Box 968X, B•T.

Combination announcer-operator with first class license. Prefer married man. Car. Announcing and technical abilities must be above average. Send tape or disc, recent photograph and technical background. $70.00 to $90.00 weekly depending on ability. Eastern location. Box 969X, B•T.

Play-by-play man. First phone. $350.00 to start. Midwest. Send tape and letter to Box 978X, B•T.

All-round announcer, emphasis on sports. Opportunity, sports director upon proving self. Top station, upper New York state, medium-sized city. Send tape, complete resume. Box 981X, B•T.

Help Wanted—(Cont'd)

Engineer-announcer. First class, full details, tape or disc. Past history. 1000 watt North Carolina outlet. Top management, good working conditions. 44 hour week. Box 985X, B•T.

Staffer for west Pennsylvania outlet news, board special events and hillbilly or pop DJ. Box 991X, B•T.

CBS affiliate in Rocky Mountain area has immediate openings for two staff men. Desire one licensed man capable of announcing and engineering and one staff announcer. Send audition resume and wage required to KBOW, Butte, Montana.

Announcer, experienced, car necessary. Salary $60. KBUD, Athens, Texas.

Experienced announcer. Ideal working conditions and position will be permanent to right person. Network station. Contact Dr. F. P. Cerniglia, KLIC, Monroe, Louisiana.

Dependable staff announcer. Send resume, KFRO, Longview, Texas.

Announcer—experienced preferred. Could use man with first phone but with announcing emphasis. Permanent. Write fully. KSGT, Fremont, Nebraska.

Announcer, able to gather and deliver local news. Radio Station KVOU, Uvalde, Texas.

Wanted by 1000 watt Mutual affiliate: Announcer-salesman, announcer-engineer or announcer-copywriter. Write KVWO, Box 926, Cheyenne, Wyoming.

Immediate opening for experienced announcer. Ideal working conditions. Send tape, qualifications and photo to WBRM, Marion, North Carolina.

Experienced announcer. Immediate opening, good working conditions. Send tape, qualifications and photo to WMIK, Middlesboro, Kentucky.

We offer an extra good proposition for two experienced announcers that can really pitch. 250 watt fulltime station in excellent small market. Contact John Greene, Manager, WNNC, Newton, North Carolina.

Staff announcer: Must run turntables and board, knowledge of music, pleasant voice and lots of common sense required. Minimum of two years commercial experience essential. Contact Art Ross, Program Director, WNOR, Norfolk, Virginia.

Announcer with some experience. Good working conditions, good pay. WOHP, Bellefontaine, Ohio.

Announcer, personality more important than experience. No discs or tapes returned. WPAC, Patchogue, New York.

West Virginian preferred for permanent staff position. Send audition. Bob Bower, c/o WTIP, Charleston, West Va.

Technical

Men with at least 10 years of electronic experience, preferably audio, with good mechanical knowhow to install and maintain specialized audio devices. Will be traveling continually. Must have driver's license. Transportation supplied. Good salary plus expenses. Send complete list of experiences, references and enclose a personal snapshot. Photo will not be returned. Box 645W, B•T.

Combo man with first class ticket for central Pennsylvania AM-FM. Announcing should be diversified in abilities. Post is permanent. 40 hour, 5-day week. Paid vacation. Car necessary. Send resume. Salary $76.00. Box 878X, B•T.

Technical director, for construction and operation of combined AM & TV (VHF) operation in middlewest. Complete administrative charge of all engineering matters and personnel. Position with established AM station and pays well. Applicant must be qualified, experienced engineer with proven executive ability. Personal interview given qualified applicants. Send resume to Box 920X, B•T.

Immediate opening for experienced chief engineer and announcers. Good working conditions. Excellent pay. Give salary requirements, past experience first letter. Box 932X, B•T.

Excellent opportunity for first class engineer interested in AM/FM operation. Write Box 967X, B•T.

XUM

Help Wanted—(Cont'd)

First class engineer needed for combo work. Excellent starting salary. No drunks or deadbeats need apply. Excellent opportunity for right man. Send references, past work record with first letter. Position open now at North Carolina network affiliate, small community. Will accept single man but family man preferred. Box 988X, B•T.

At once! Chief engineer-announcer. Good future for a man who wants to settle down and think about the future. Contact Paul Hayes, KCIL, Houma, La.

Combo man, with first phone, prefer experience. Emphasis on announcing. Permanent. Write fully. KSGT, Fremont, Nebraska.

Combo man with 1st class license and experience as DJ wanted October 3rd. Salary $60.00 to $75.00, depending on qualifications. Rush answer Wilson, WAAB Worcester, Mass.

Engineering position open at WLEC, Sandusky, Ohio. Vacationland station offers fine career to some interested person. Modern air-conditioned studios. Ideal working conditions with hospital plan and vacation with pay. Please contact Chief Engineer, WLEC, Sandusky, Ohio.

First class transmitter engineers with car, for 5 kw AM and FM. CBS affiliate. TV now under construction. Write to Kyle E. Goodman, Chief Engineer, Radio Station WTOC, Savannah, Ga.

Production-Programming, Others

Southern 50,000 watt CBS station needs additional newscaster for present topflight staff. Will be given every cooperation to get the job done plus a good promotional buildup. Box 893X, B•T.

Experienced traffic girl. Responsible for schedules and availabilities. Send experience, references, photo, salary required. Program Manager, KCSJ, Pueblo, Colorado.

Newsman with all-round experience in airwork, reporting and rewrite. Experience in still-photography highly desirable. Send full details, tape and picture to News Editor, KMBC, Kansas City, Missouri.

Promotion man wanted. Facile writer. Know research, distribution, merchandising. Good team worker. Live in America's finest spot. Unlimited opportunities. AM, FM, TV. Send personal details, money needed, photo, first letter. Dick Harris, KOA, Denver.

News director: experienced man to pound news-beat, write and air local news. Some staff announcing. Good voice, personal stability and integrity essential. Top rated southern Illinois 1000 watt regional independent. Send complete resume to Ray Cheney, Manager, WMIX, Mt. Vernon, Illinois.

New station. 1 kw AM in northern Illinois, city of 105,000. Need topflight program director; news editor; two good ad-lib commercial dee-jays; traffic gal; copywriter; two salesmen. Top salaries, but you've got to be good. No neophytes or has-beens. People behind this operation are old timers in game so you'll be treated right. This is the opportunity you've been looking for—don't pass it up. Send full information, photos, tapes, etc. to WRRR, 113 Court St., Rockford, Illinois.

Experienced woman reporter. Regular beat, also some air work. Dixie Network, Jackson, Tennessee.

Television

We are planning a complete staff for regional VHF outlet for a thriving educational and industrial center in the south seaboard area. Write covering qualifications, experience. Present employer will not be contacted. Write 928X, B•T.

Managerial

KWWL, Waterloo, Iowa, 5 kw Mutual affiliate, urgently needs thoroughly reliable capable man with TV experience to serve as administrative assistant to the president. Rush complete information including salary desired, training, experience, etc., to Radio Station KWWL, Waterloo, Iowa.

Announcers

Top quality announcers wanted for general staff work at new television station in Pennsylvania. Send history, recent photo and audition record for preliminary elimination. Box 894X, B•T.

Help Wanted—(Cont'd)

Producer-announcer. TV experience necessary. Must be good at on-camera commercial delivery, good base plus talent at four-year-old TV station in excellent southeast market. Send full personal and professional details, small photo, salary requirements first letter. Box 945X, B•T.

Technical

Chief Engineer for new television station located in southwest. Write giving complete experience, qualifications and starting salary expected. Box 838X, B•T.

Established midwest AM-TV station needs experienced technicians for TV. Five day, 40 hour week, better than average wages. Box 992 X, B•T.

KWWL, Waterloo, Iowa, needs technical director capable of full administrative and technical supervision of both AM and TV engineering; qualified man as AM and TV sub-chiefs. Also need cameramen, directors, announcers, film men, with experience. Present AM operation, 5 kw directional, proposed TV 316 kw ERP. Send complete details to KWWL, Waterloo, Iowa.

Immediate opening for two first phone engineers. Send qualifications and photograph to Chief Engineer at WTVN-TV, Columbus, Ohio.

Production-Programming, Others

Promotion manager, with broad experience, fresh ideas, outstanding ability desired by WFMY-TV, Greensboro. This well-established station needs a person who can plan and execute overall promotion of programs, station and market on local and national level. Good salary for right person. Opportunity to build department. Apply by letter only, giving full details about training and experience, references and a small photo.

Situations Wanted

Managerial

General manager who works! Fifteen years experience. More than doubled billing in five years present job. Young, aggressive, loyal, with practical ideas and the ability to make them work. Best references and proof of performance available. Good man for good job that pays good money. Box 922X, B•T.

General manager. 18 years experience, sober family man, can invest. Top record, references. South only. Box 923X, B•T.

Experienced salesman desires position assistant manager-commercial manager, with TV future. Family man, Reliable, excellent references. Box 951X, B•T.

19 years experience available to manage station in small or medium market. 11 years spent in management and ownership. Strong sales background and administrative experience. Will take station on percentage or lease. Box 979X, B•T.

Salesmen

Producing salesman. Employed medium market radio and TV operation desires contact with sound metropolitan radio or TV operation. Eight years experience sales, announcing, production. College graduate. Executive material. Box 936X, B•T.

Experienced salesman, $7,000, or better. Presently employed. Write copy and announce under certain conditions. Resume Box 942X, B•T.

Available man who believes in and knows how to sell radio. East preferred. Box 952X, B•T.

Advertising salesman, energetic, hard-working, personable, eager for television sales, travel, relocate. Veteran, journalism graduate. 4 years selling background. Box 987X, B•T.

Announcers

Announcer, news, commercials, sports, and disc jockey. Board operator, specialized in spiritual and music. Reference and tape on request. Box 848X, B•T.

Presently employed. Desire change. Thoroughly experienced AM-TV announcer-newscaster, also produce direct and write copy. Network calibre. Audition tape, picture and background upon request. Best references. Box 855X, B•T.

Situations Wanted—(Cont'd)

Sports announcer. Eight years class A play-by-play baseball plus football, basketball. Presently employed. Available close baseball season, TV and sales experience. Box 863X, B•T.

Hillbilly disc personality-announcer. Country singer, guitar, piano. Staff work. Well experienced, sober, reliable, can bear investigation. Country-minded progressive station. Like Ohio, but all write. Available two weeks. Data, tape, on request. Box 880X, B•T.

Announcer, 5 years experience, currently employed. Seeking better opportunity. Excellent references. Box 911X, B•T.

Announcer, DJ, news, sports man. Three years experience, 24, single, draft exempt, college grad. Presently employed southwest, want to come home. Good references. Prefer New York, New Haven, Philadelphia area. Box 912X, B•T.

Announcer, continuity editor, program director, salesman, with over five years experience in radio, also bachelor's degree. Desires permanent position in radio or television in Florida. Box 916X, B•T.

Announcer. Three years experience all phases. College graduate. Age 25. Presently employed midsouth. Seeks northeast city over 75,000. Box 921X, B•T.

Announcer, single, veteran, AB Degree, year's experience network affiliate in New England all phases including control work. Prefer east. Box 926X, B•T.

Good, experienced all phases, ambitious announcer desires position in midwest market. Currently employed. Box 933X, B•T.

Now in TV, prefer radio, available two weeks notice. Box 946X, B•T.

Announcer, some experience. Draft exempt, single, conscientious, ambitious, excellent references. Tape and resume upon request. Box 954X, B•T.

Announcer. Pleasant, rich voice; talented; hard working. Capable. College graduate; 3 years experience. Box 955X, B•T.

Announcer/expert/newscaster desires Boston or vicinity position. Thoroughly experienced. Presently employed as announcer-newscaster with top listener rating. Box 959X, B•T.

Announcer/expert/newscaster. Versatile and experienced. Presently employed in medium-large market as announcer-newscaster. Wish to move to larger market. Box 960X, B•T.

Announcer, 20. AF vet would like to climb ladder. Some light experience. Tapes to send. Box 971X, B•T.

Announcer, DJ, radio and TV. Mature. Discs and tapes on request. Box 975X, B•T.

Experienced versatile announcer; ambitious, can write local news; DJ; third class ticket; married veteran; details on request. Box 986X, B•T.

Combination man, six years experience. References. Excel in news and music. Family man, veteran. Wants permanency. Will travel. Richard C. Brown, 30 Linden Place. New Rochelle, New York.

Veteran, single, light experience, small station, ambitious. Resume, tape. Jerry Callen, 1662 Hoe Ave., Bronx 60, New York.

Announcer, commercials, news, DJ, sports. (Strong) board. Veteran. John Danvers, 415-51 St., Brooklyn, New York. HY 2-9418.

Announcer — Permanent station staff — platters, news, commercials, special features. Light experience, high potential, young, versatile, reliable, draft exempt. Strong references, will travel. Jack Farrell, 76 Powell St., Brooklyn, New York.

Recent SRT graduate. Veteran. Negro. Training in all phases of announcing. Free to travel. 119-42 146 St., Jamaica, New York, JA-9-3313. Silas Gillespie.

All-round staff duties, personable DJ, strong sports, light experience, strong potential. Hal Greene, 709 Fairmont Pl., Bronx, N. Y.

Top DJ in large southern market, 4 years experience, 28 years old, wants change to north or northeast. Jerry Kay, Claiborne Towers, Apt. 908, New Orleans, Louisiana. Raymond 7721.

Announcer: mature, reliable, will travel. Can handle news, DJ, control board. Resume, tape available. Larry Russell, 22 Bartlett St., Brooklyn 6, New York.

(Continued on next page)

Situations Wanted—(Cont'd.)

Announcer-engineer. First phone license. 2½ years experience. Strong news and commercials. Desires combination job with newscast. Harry Massingale, General Delivery, Joplin, Missouri.

Announcer-PD, five years experience, presently employed seeks relocation. East or northeast metropolitan market preferred. Salary $85.00. weekly. Good references. Charles Read, phone 456, Pikeville, Kentucky. Available immediately.

Announcer: single, veteran. Commercials, news, sports, DJ, board. Tape and resume available. Bob Stuart, 90-11 149 St., Jamaica, New York. JA-6-8048.

Announcer: strong on DJ single, draft exempt. Limited experience. Tape on request. Paul Valen, 1829 Washington Ave., Bronx 57, New York.

Sportscaster—staff announcer. Experienced all phases staff announcing, 5 kw Philadelphia, Penna. Excellent references. Three years play-by-play. College graduate. Draft exempt. Details, audition on request. Bill Wright, 108 Bloomingdale Ave., Wayne, Penna.

Announcer-engineer. First license, good commercial delivery, good voice, experienced. Minimum $75. Box 315, Rushville, Nebraska or phone 286-J.

Technical

Engineer, first phone, 3 years experience. Now available. Box 913X B•T.

Experienced chief engineer available soon. Box 947X, B•T.

Chief engineer. Eight years varied experience. Installations. RCA graduate. Will locate in Ohio, Indiana or New England. Excellent references. Box 953X, B•T.

Engineer, 1st phone. Two years experience, desires to relocate preferably New York or California. Box 962X, B•T.

Engineer, first phone. Technical school graduate. One year electronic experience. Seeking permanent position. William Libbett, 71-30 260th St., Bellrose, L. I., N. Y.

Chief engineer—11 years experience. AM-FM-TV. Construction, installation, and maintenance. TV experience with major network. Available immediately. Don F. Volkman, General Delivery, ⅞ Flushing Post Office, Flushing, New York.

Production-Programming, Others

Girl Friday wants position in progressive operation offering realistic salary. Radio-TV background; public relations; on camera; writing; sales promotion. Box 918X, B•T.

Film is the key to profitable TV operations. For thorough experience in this and other important phases of TV-radio management write Box 934X, B•T.

Need a responsible young lady with good radio background including programming, copy, traffic, air? Write Box 943X, B•T.

News reporter-editor. 150 mile radius of Boston. $75. minimum. Box 957X, B•T.

3D—program director, morning man, 1st phone. Outstanding voice that ladies love and men admire. Available 2 weeks. Box 972X, B•T.

College graduate desires sports, news position. Married, 22, draft exempt, three years newspaper training, limited radio experience. Resume, personal audition. Robert Stiff, 21900 Hillsdale Ave., Cleveland 26, Ohio.

Television

Announcers

Television-radio emcee and commercial announcer. Experienced both fields. Films and tape available for real proof. Box 990X, B•T.

Technical

TV engineer desires supervisory position with new or established station. Aggressive, capable, 1st phone, in radio since 1933, 12 years operation, maintenance, 36. Complete details first letter. Box 925X, B•T.

Situations Wanted—(Cont'd.)

TV, radio grad. knowledge RCA studio equipment. Experience DuMont camera, studio, maintenance field. Some color. First phone. Desires connection New York area. Box 941X, B•T.

Present chief engineer desires work at TV or radio station in southern California, Arizona, New Mexico or Texas because of family's health. 14 years background, sober. Am told extremely conscientious, references furnished. Box 966X, B•T.

Production-Programming, Others

Looking. Network calibre AM-TV announcer-newscaster. Presently employed, desires to make change. Also direct, produce and write copy. Can run board. Details, tape and picture upon request. Best references. Available on 2 weeks notice. Box 859X, B•T.

Production assistant, writer, film editor. SRT-TV and college graduate. Korean veteran. Available November. Box 904X, B•T.

Television Workshop of New York graduate. Seeks position on TV production staff. Experience in theatre and film production. Will relocate anywhere. Box 927X, B•T.

Program director. Working exec. Top idea man. Experienced. Available now. Box 938X, B•T.

Five years plus on the air with emphasis on news. Now editor 50,000 watt CBS station southwest. Married, two children, 26. Desires permanent location with TV. Write 949X, B•T.

Production director will work for television station that possesses a "showmanship" heart. Showmanship is what I sell. Box 973X, B•T.

Two-in-one. Experienced radio and TV. Women's show, DJ, interviews, copy, sales promotion, public relations plus secretarial. Available now! Box 974X, B•T.

Experienced TV newscaster-director seeks TV position. Eleven years radio news director. Excellent references. Permanent. Box 976X, B•T.

Program-production. Have worked on top shows for three networks. Three years television experience, both production-engineering. Interested in smaller, permanent station where personal ability will show and grow with operation. Have several shows written and ready to go—puppets etc.—(money makers)—Presently employed. I am waiting to hear from you. P. O. Box 52, Merion, Penna.

For Sale

What do you do with package shows? We've shot 13 western musicals—now what? If you can distribute them or use them, we'd like to sell them to you. They're in the can—music is cleared ready to go. And they're a bargain to boot. We're producers not distributors. What are we offered? Box 919X, B•T.

Stations

Profitable local station. Nets thirty percent on investment. Rocky mountain area $30,000. down. Box 910X, B•T.

Third of new 1000 watter. Reasonable. East coast. Ideal for work-ownership. Doing well. Owner. Box 917X, B•T.

5000 watt fulltime station. Write Box 931X, B•T.

250 watter, approx. 2½ times earnings. $135,000. Near New York. Box 811X, B•T.

South Florida daytime independence. $35,000. cash. Will handle balance financed. Box 980X, B•T.

250 watt livewire independent station near New York. Grossing $90,000. In black from start. Box 983X, B•T.

Oklahoma, 250 watt fulltime. Exclusive market. Profitable. Good building, equipment. Bargain. $35,000.00. Jimmie Barry, Agent. P. O. Box 1588, Muskogee, Oklahoma.

Ask for our free list of excellent buys in stations west of the Mississippi. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, Calif.

For Sale—(Cont'd.)

Equipment, etc.

Tower bargain—375 foot self-supporting tower with bolts, insulators, automatic lighting, et al. Now stored—ready to ship anywhere. Priced for quick sale at $11,000. Ideal for UHF-FM-AM. Wire Box 477X, B•T.

Telecasting equipment for sale. Excellent condition, has given 5 years of topflight service. One 3-bay channel 4 RCA superturnstile antenna less feed lines. Two 235' galvanized steel square tapered, insulated Lehigh Structural Steel Co. towers less field bolts. One 235' galvanized steel square tapered, insulated Blaw Knox tower less field bolts. One RCA triplexer for FM at 101.3 mc. and channel 4. One type WM-20A RCA TV dimodulator for channel 7. One REL 250 watt FM (Cat. # 549A-DL) transmitter. One parts kit necessary to convert on 503B 1 kw WE FM transmitter to 10 kw. This equipment is reasonably priced and quotations will be rendered on request. Box 629X, B•T.

305 foot self-supporting Blaw-Knox tower. Available immediately. Best bid takes. Box 914X, B•T.

DuMont T124-E dual image orthicon. Camera chains. Like new; complete. Also other TV studio equipment, projector, etc. Immediate delivery. Principals only. Box 989X, B•T.

One RCA, BTP radio mike—transmitter ¼ watt. Used very little. $110.00. KWAD, Wadena, Minnesota.

Truscon self-supporting tower model H-30, 270 feet. Excellent condition. Suitable for AM-TV. Immediate shipment. Make offer. WOKY, Milwaukee, Wisconsin.

Magnamite 610SD portable tape recorder; 7½IPS, battery amplified, spring driven. Lapel microphone, headfones, erase head, extra tubes, 10 reels tape. Perfect condition. Used Europe three months. $100.00 off station price. $245.00 complete. Jack Stone, WRVA, Richmond, Virginia.

RCA 76 B 5 consolette and two 70 D turntables. $2,075. for package. Allan Crail, National Radio School, 4404 Euclid Ave., Cleveland, Ohio.

Presto 6-N recorder, 88-A amplifier, 1-D head $500. Allen C. Moore, 1722 W. State Blvd., Fort Wayne, Indiana.

Wanted to Buy

Equipment etc.

RCA 16 mm projectors, film camera and control. Wm. C. Grove, KFBC-TV, Plains Hotel, Cheyenne, Wyoming.

Mobile transmitter, type 604 and receiver, type 603D. Contact Manager, WKAY, Glasgow, Kentucky.

1 to 3 kw FM transmitter, also antenna with power gain 3 to 5 or less. FM monitor, transmission line with hangers. Write or call Dixie Network, Jackson, Tennessee.

One 8 bay FM side mount antenna. Collins or Andrews, to operate on 92.9 MC. KREM, Spokane, Washington.

Need one kilowatt transmitter that will withstand technical inspection. William Blizzard, Cordele, Georgia.

Will purchase used turnstile television antenna for Channel 2, gain 2 or more. Lic. Antonio Cabrera, Apartado 2516, Mexico, D. F.

Miscellaneous

FCC licenses quickly by correspondence. Also, new 8-weeks resident class begins November 9. **Grantham School of Electronics, 6064 Hollywood Blvd., Hollywood, California.**

Help Wanted

Announcers

Hillbilly DJ wanted

For radio and TV. Must know hillbilly and western records and artists, and be able to put on top flight hillbilly record shows and MC similar type TV live programs. Give full details of past experience and salaries and advise expected starting salary, when available, and enclose snapshot. Confidential. Box 977X, B•T.

XUM

Help Wanted

NEED IMMEDIATELY

RADIO-TELEVISION TIME SALESMAN

ALSO TECHNICIAN WITH FIRST CLASS TICKET AND AUTOMOBILE.

Ideal working conditions. Prefer men residing in northwest. Phone or wire Ed Cooney, KOPR-TV, Butte, Montana.

RADIO IS BETTER THAN EVER AT WNOR

Top Norfolk 24-hour Independent Station is increasing its Staff. Can use

1. ACCOUNT EXECUTIVE—One who can sell in 26th Market with 800,000 Population—Earnings Unlimited—Should Make $10,000 Up.
2. PERSONALITY DISC JOCKEY—Top Air Salesman who can sell commercials—No prima donnas, wonder boys or floaters need apply—Strict popular music station. Salary open.
3. REGULAR ANNOUNCER—Good voice for news and punch commercial transcriptions. Salary Open.

Rush resume, snapshot, all pertinent information, voice audition (announcers) to Earl Harper, Radio Station WNOR, Norfolk, Va.
Will be available for personal interview in New York beginning September 28th.

Television

Technical

Established midwest 100 kw TV station has openings for experienced TV technicians. Send resume and photo. Box 843X, B•T.

For Sale

QUALITY FILM COMMERCIALS
priced for the
Low Budget Client
CTI
STOP-MOTION . . . . SCENE-ACTION . . . TALENT
SILENT . . . "SOUND-OVER" . . . "LIP-SYNC"
SEND US YOUR STORY-BOARDS FOR "QUOTES"
CENTRAL TELEFILMS, Inc., 810 N. Sheridan PEORIA, ILL.

Equipment, etc.

FOR SALE EQUIPMENT

WE 250 watt AM transmitter, available late October. Federal 10 kw FM transmitter available at once. RCA 10 kw FM transmitter available mid-October. Other equipment includes Collins 8 bay FM antenna; 200 ft. 3⅛" coax with RCA isocoupler; Gates and Collins consoles; racks; patch pannels; GE and H-P FM monitors, plus many other items. Contact Box 900X, B•T.

for sale
GE FILM CAMERA
nearly new
Contact:
Chief Engineer
KGUL-TV
Galveston, Texas

FOR THE RECORD

Moore (40%); Vice President **Ernestine B. Miller** (20%); Secretary-Treasurer **Marrianne B. Campbell** (10%), station manager WJEH Gallipolis, Ohio; **John E. Halliday** (10%), president and 79% owner WJEH and president and 55% owner WBEX Chillicothe, Ohio; **Willima R. Mnich** (10%), station manager WBEX, and **Truman A. Morris** (10%), secretary-treasurer and 20% owner WJEH and secretary-treasurer and 33% owner WBEX. Filed Sept. 8.

KFBC Cheyenne, Wyo.—Frontier Bcstg. Co. seeks voluntary relinquishment of control licensee corporation by Cheyenne Newspapers Inc. (Wyoming State Tribune and Eagle) through issuance of new stock. Principals include President **Robert S. McCracken** (22%), Vice President **W. A. Corson** (18%) and Treasurer **William C. Grove** (16%). Cheyenne Newspapers formerly owned 66% and will now own 33% interest. Filed Sept. 14.

For Sale—(Cont'd)

!! AM BROADCASTERS !!

The effectiveness of your TRANSMITTER VOLUME LIMITER can be INCREASED a FULL 4 DB by using our "CYCLIC LIMITER BOOSTER." AVERAGE VOLUME AT LISTENER'S SET GOES UP 4 DB—WITHOUT splatter or discernible added distortion.
Your C.E. can easily build the "BOOSTER" for your station for under $180.00. I supply COMPLETE VOLUME of proved design and construction/operation detail for $38.50.
Address: Gerald R. Chinski, Tech. Super., KXYZ, Houston, Texas.

Wanted to Buy

Responsible parties want to buy

250-1 KW station in small or medium midwest or west coast market. Send particulars and terms to Box 935X, B•T.

Miscellaneous

INCREASE YOUR INCOME!

Now! While working at your present job, you can learn the same fundamentals that have started other TV and radio writers, producers, program directors and agency men on the way to big money. In a few short weeks, by mail, you can master the basic principles of TV and radio program building, continuity and commercial writing that bring real success. Your instructor . . . a master craftsman, now a supervisor for a leading agency . . . for years a top free-lance man and lecturer at a leading university. For complete information, including free demonstration lesson and program type chart, write:

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Chicago 1, Illinois

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ERECTION OF TOWERS
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TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

Hearing Cases . . .

INITIAL DECISIONS

San Bernardino, Calif.—New tv, uhf ch. 30. FCC hearing examiner William C. Butts issued initial decision looking toward grant of the application of Orange Belt Telecasters for CP for new tv station on uhf ch. 30. Action Sept. 18.

Bowling Green, Ohio—New am, 730 kc. FCC hearing examiner Hugh B. Hutchison issued initial decision looking toward grant of the application of Howard R. Ward for CP for new am station on 730 kc, 250 w daytime. Action Sept. 17.

OTHER ACTIONS

Rockford, Harvard, Evanston, Ill.—FCC designated for hearing applications of Winnebago Bcstg. Co., Rockford, and Esther Blodgett, Harvard, for new am stations on 1600 kc; Winnebago with 1 kw unlimited directional and Blodgett with 500 w daytime; WNMP Evanston to increase power on 1590 kc from 1 kw to 5 kw, directional daytime, and made WTVH Peoria party to the proceeding. Action Sept. 23.

KSTL St. Louis, Mo.—Radio St. Louis Inc. FCC by memorandum opinion and order (1) granted petitions of WVOK Birmingham, Ala., and KGGF Coffeyville, Kan., and denied petition of WMPS Memphis, Tenn., all directed against Commission's action of July 29 granting application of KSTL for CP to increase power from 1 kw to 10 kw, directional; (2) postponed effective date of grant and designated application for hearing; and (3) made WVOK and KGGF and Broadcast Bureau Chief parties to proceeding. Action Sept. 23.

Commerce, Tex.—Memorial Bcstg. Co. FCC upon protest of KDNT Denton, Tex. postponed effectiveness of action of Sept. 2 granting application of Memorial for new am station on 1450 kc, 250 w unlimited and designated application for hearing; made KDNT and Broadcast Bureau Chief parties to proceeding. Action Sept. 23.

KSOX Harlingen, Tex.—FCC by memorandum opinion and order denied petition filed by Harbenito Bcstg. Co. for rehearing and reconsideration of Commission action of Aug. 11 concerning protest of WCKY Cincinnati in regarding application of Roy Hofheinz for modification of CP and for station license of KSOX.

PROPOSAL TO AMEND 3.611(a) OF TV RULES—On petition by Logansport Bcstg. Corp., Logansport, Ind., filed June 30, 1953, the Commission proposed rule making to amend Section 3.611(a) of the tv rules relating to reference points and distance computations by adding the following subsection (a) (2):

> "If the distance from the authorized transmitter site in one community and the reference point in said other community is less than, but within five miles of, the minimum separation requirements of Section 3.610, the channel may be assigned to said other community with condition and notation that any transmitter site proposed must be so located as to fully satisfy the minimum separation requirements of Section 3.610."

Comments may be filed on or before Oct. 26, 1953.

The following petitioners are being advised that action would be withheld on their proposals pending final determination in the above rule making procedure: Logansport Bcstg. Corp., to assign ch. 6 to Logansport, Ind.; Booth Radio & Tv Stations Inc. to assign ch. 10 to St. Louis, Mich.; Jackson Bcstg. & Tv Corp. to assign ch. 10 to Parma, Mich.; Sparton Bcstg. Co. to assign ch. 10 to Parma, Mich.; Triad Tv Assn. to assign ch. 10 to Onondaga, Mich., or to Parma-Onondaga, Mich.; and Twin Valley Bcstrs. Inc. to assign ch. 10 to Coldwater, Mich.

Routine Roundup . . .

September 17 Decision

By Commission En Banc

McFarland Letter

WBBM-TV Chicago, Ill., Columbia Bcstg. System Inc., and Zenith Radio Corp., Chicago, Ill.—Are being advised that applications of CBS for renewal of license of WBBM-TV (BRCT-5) and Zenith Radio Corp. (BPCT-322) for new tv station to operate on ch. 2 indicate necessity of hearing.

September 18 Decisions

ACTIONS ON MOTIONS

By Commissioner George E. Sterling

WHDH Boston, Mass., Matheson Radio Co.; KOA Denver, Colo., National Bcstg. Co.—Dismissed petitions to designate for hearing application of Champlain Valley Bcstg. Corp. (WXKW) Albany, N. Y. (Dockets 9227 et al).

By Hearing Examiner H. Gifford Irion

Superior Television Inc.; KEYS-TV Inc.; K-

SIX Television Inc., Corpus Christi, Tex.—In supplemental statement and order amended in various respects statement and order of Aug. 6, 1953 (Dockets 10556, BPCT-1031 et al) (Action 9/17).

WKRG-TV Inc., The Mobile Television Corp., Mobile, Ala.—By memorandum opinion and order granted motion of WKRG-TV Inc. for reconsideration of rulings on admission of evidence in proceeding for tv CPs (Docket 10457, 10458; BPCT-690, 990) with respect to its second request (evidence relating to programming of Station WABB during week of March 29 through April 4, 1953) and denied with respect to its first request (evidence relating to loans proposed by Mobile Television) and its third request (evidence relating to the alleged audience of WDSU-TV in areas outside its Grade B contour) (Action 9/15).

By Hearing Examiner James D. Cunningham

Colonial Television Inc., Montpelier, Vt.—Denied petition of Sept. 14 for leave to amend its tv application with respect to cost of construction, programming, hours of operation, visual power, site, and in other respects (Docket 10643, BPCT-1557).

By Hearing Examiner Fanney N. Litvin

United Bcstg. Co., WJW Inc., Cleveland, Ohio—Hearing conference in this proceeding (Docket 8650, BPCT-216) (Docket 8742, BPCT-250) is continued from Oct. 2 to Oct. 12, 1953.

Arkansas Television Co., Little Rock, Ark.; Arkansas Telecasters Inc., North Little Rock, Ark.—Hearing conference in this proceeding (Docket 10610, BPCT-1057) (Docket 10611, BPCT-1740) was advanced from 10 a.m., Oct. 12, to 9 a.m. of said day, in Washington, D. C.

By Hearing Examiner Thomas H. Donahue

Montgomery Bcstg. Co., Alabama Television Co., Montgomery, Ala.—Upon agreement of parties, hearing in this proceeding (Docket 10573, BPCT-670) (Docket 10574, BPCT-1055) was continued from Sept. 21 to Sept. 28, 1953.

By the Acting Secretary

Upon request by Triad Television Assn., Onandaga, Mich., extended to Sept. 18 time for filing replies to comments filed in Docket 10619 re amendment of Sec. 3.606, Table of Assignments, Rules Governing Television Broadcast Stations.

Upon request of KECC Inc. and May Broadcasting Co. extended to Sept. 25 time for filing comments in Docket 10604 re proposed rule making re new ground conductivity map. Replies to such comments may be filed on or before Oct. 5, 1953.

BMI
"Pin Up" Hit
"OH, MIS'RABLE LOVE"
RECORDED BY
BOBBY WAYNE . . . . Mercury
CHARLIE GORE . . . . . King
JACKI FONTAINE with The Starlighters . Crystalette
GEORGE SHAW . . . . . Decca
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September 18 Applications

ACCEPTED FOR FILING

Modification of CP

KPAL Palm Springs, Calif., Desert Radio & Telecasting Co.—Mod. CP (BP-7847) as mod., which authorized new station, for extension of completion date (BMP-6313).

KSIS Sedalia, Mo., Yates Bcstg. Co.—Mod. CP (BP-8469) as mod., which authorized new station, for extension of completion date (BMP-6310).

KOLN-TV Lincoln, Neb., Cornhusker Radio & Television Corp.—Mod. CP (BPCT-1044) as mod., which authorized new station, for extension of completion date to 4/6/54 (BMPCT-1395).

KRTV (TV) Little Rock, Ark., Little Rock Telecasters Inc.—Mod. CP (BPCT-1160) as mod., which authorized new station, for extension of completion date to 3/16/54 (BMPCT-1392).

KNBH (TV) Hollywood, Calif., NBC—Mod. CP (BPCT-1462) which authorized changes in existing station, for extension of completion date to April 1954 (BMPCT-1390).

WMBR-TV Jacksonville, Fla., The Washington Post Co.—Mod. CP (BPCT-877) as mod., which authorized changes in existing station, for extension of completion date to 4/12/54 (BMPCT-1393).

WHBF-TV Rock Island, Ill., Rock Island Bcstg. Co.—Mod. CP (BPCT-746) as mod., which authorized changes in existing station, for extension of completion date to 3/2/54.

KCTV (TV) Sioux City, Iowa, Great Plains Television Properties of Iowa Inc. — Mod. CP (BPCT-1189) as mod., which authorized new station, for extension of completion date to 2/1/54 (BMPCT-1396).

KING-TV Seattle, Wash., King Bcstg. Co. — Mod CP (BPCT-732) which authorized changes in existing station, for extension of completion date to 12/15/53 (BMPCT-1391).

WCTB (TV) Bridgeport, Conn., Conn. State Board of Education—Mod. CP (BPET-15) as mod., which authorized new station, for extension of completion date (BMPET-15).

WEDH (TV) Hartford, Conn., Conn. State Board of Education—Mod. CP (BPET-16) which authorized new station, for extension of completion date from 9/28/53 (BMPET-16).

WCTN (TV) Hartford, Conn., Conn. State Board of Education—Mod. CP (BPET-17), which authorized new station, for extension of completion date from 9/28/53 (BMPET-14).

License to Cover CP

KVOK (FM) Honolulu, Hawaii, The Kamehameha Schools—License to cover CP (BPED-226) which authorized new station (BLED-138).

WYSN (FM) New Castle, Ind., New Castle-Henry Township Schools—License to cover CP (BPED-235) which authorized new station (BLED-139).

Remote Control

Following stations request authority to operate transmitters by remote control:

KSWS Roswell, N. M., John A. Barnett (BRC-178); WELM Elmira, N. Y., Radio Elmira Inc. (BRC-177); WCEN Mt. Pleasant, Mich., Paul A. Brandt (BRC-175); WPIK Alexandria, Va., Potomac Bcstg. Corp. (BRC-176).

Renewal of License

Following stations request renewal of license:

KHJ-TV Hollywood, Calif., General Teleradio Inc. (BRCT-58); KTLA (TV) Los Angeles, Calif., Paramount Television Productions Inc. (BRCT-100); WHBF-TV Rock Island, Ill., Rock Island Bcstg. Co. (BRCT-65); WNBQ (TV) Chicago, Ill., NBC (BRCT-80).

APPLICATION RETURNED

Remote Control

KWLK Longview, Wash., Twin City Bcstg. Corp.—Remote control.

September 21 Decisions

ACTIONS IN DOCKET CASES

Commission announced its memorandum opinion and order granting petition of National Plastik-Ware Fashions Inc., insofar as it requests transfer of hearing from Washington, D. C., to New York City, in proceeding involving order to show cause why cease and desist order should not be directed to company for violating Part 18 of Commission's rules by operating electronic heating equipment which interferes with authorized radio services and is not certified or licensed in accordance with the Commission's rules. By separate order, denied petition for continuance of hearing scheduled for Sept. 22, 1953 (Docket 10602).

Commission scheduled oral argument on Oct. 9, 1953, in following proceedings:

Gulf Beaches Broadcasting Co., for CP for new AM station in St. Petersburg Beach, Fla., to operate on 1310 kc, 1 kw, daytime only (Docket 9605; BP-7302+;

The Tribune Co., Tampa, Fla., Pinellas Broadcasting Co. and The Tampa Bay Area Telecasting Corp., both St. Petersburg, Fla., for CPs for new tv stations to operate on Ch. 8 (Dockets 10250 et al.).

September 21 Applications

ACCEPTED FOR FILING

Remote Control

Following stations request to operate transmitters by remote control:

WILO Frankfort, Ind., Radio Frankfort (BRC-180); WKAQ San Juan, Puerto Rico, El Mundo Bcstg. Corp. (BRC-181); WMTS Murfreesboro, Tenn., Murfreesboro Bcstg. Co. (BRC-179).

Renewal of License

Following stations request renewal of license:

KECA-TV Los Angeles, Calif., American Bcstg.-Paramount Theatres Inc. (BRCT-61); KGO-TV San Francisco, Calif., American Bcstg.-Paramount Theatres Inc. (BRCT-62); WBKB (TV) Chicago, Ill., American Bcstg.-Paramount Theatres Inc. (BRCT-21); KPIX (TV) San Francisco, Calif., KPIX Inc. (BRCT-17); WFMY-TV Greensboro, N. C. (BRCT-69).

Modification of CP

WKAQ-TV San Juan, P. R., El Mundo Bcstg. Corp.—Mod. CP (BPCT-952) which authorized new station, for extension of completion date from 9/23/53 (BMPCT-1404).

September 22 Decisions

BY BROADCAST BUREAU

Actions of September 18

Granted CP

KFGT Fremont, Neb., Walker Radio Inc.—Granted CP to install new trans. (BP-9003).

WDAN-TV Danville, Ill., Northwestern Publishing Co.—Granted mod. CP to change type of antenna and make other changes (BMPCT-1379); completion date 3/10/54.

Modification of CP

The following were granted mod. CPs for extension of completion dates as shown:

KING-TV Seattle, Wash., to 12/15/53; KCTV (TV) Sioux City, Iowa, to 2/1/54; KNBH (TV) Los Angeles, Calif., to 4/18/54; WMBR-TV Jacksonville, Fla., to 4/12/54; WHBF-TV Rock Island, Ill., to 3/24/54.

Granted License

WEVD-FM New York, N. Y., Debs Memorial Radio Fund Inc. — Granted license covering changes in fm station; 97.9 mc, ch. 250; 20 kw, unl.; antenna 340 ft. (BLH-919).

WSLS-FM Roanoke, Va., Shenandoah Life Stations Inc.—Granted license covering changes in fm station; 99.1 mc, ch. 256, 10.6 kw, unl. (BLH-917).

WERH Hamilton, Ala., Marion County Bcstg. Co.—Granted license covering increase in power and installation of new trans.; conditions (BL-5086).

Granted CP

WOWL Florence, Ala., Radio Muscle Shoals Inc.—Granted CP to make changes in antenna and ground system (increase height of antenna) (BP-8962).

KWTO Springfield, Mo., Ozarks Bcstg. Co.—Granted CP to install new trans. (BP-8999).

KLO Ogden, Utah, Interstate Bcstg. Corp.—Granted CP to install old main trans. at present location of main trans. to be operated on 1430 kc, 5 kw, DA-1 (BP-8992).

Modification of CP

KFUO-FM Clayton, Mo., The Lutheran Church-Missouri Synod—Granted mod. CP for extension of completion date to 7/4/54 (BMPH-4845).

Actions of September 16

Remote Control

Following stations were granted authority to operate transmitters by remote control:

WPIK Alexandria, Va.; WCEN Mt. Pleasant, Mich.; WSOO Sault Ste. Marie, Mich.; WTIX New Orleans, La.; KOY Phoenix, Ariz., main, alternate main and auxiliary; WARE Ware, Mass.

Modification of CP

KRTV Little Rock, Ark., Little Rock Telecasters Inc.—Granted mod. CP for extension of completion date to 3/16/54 (BMPCT-1392).

Actions of September 15

Granted License

WHYN-FM Holyoke, Mass., The Hampden-Hampshire Corp.—Granted license for changes in fm station; 93.1 mc (Ch. 226), 3.2 kw, unl. (BLH-910).

WFUL-FM Fulton, Ky., Ken Tenn Bcstg. Corp. Granted license for fm broadcast station (BLH-914).

WRRA Ithaca, N. Y., Northeast Radio Corp.—Granted license for fm broadcast station (BLH-916).

WRUS Russellville, Ky., South Kentucky Bcstg. Co.—Granted license for am broadcast station; 800 kc, 1 kw-D (BL-5105).

KDB Santa Barbara, Calif., Lincoln Dellar—Granted license covering installation of new trans. (BL-5104).

WRUM Rumford, Me., Rumford Pub. Co. — Granted license for am broadcast station; 1450 kc, 250 w, unl. (BL-5101).

Granted CP

KGCX Sidney, Mont., E. E. Krebsbach—Granted CP to install new trans. (BP-8987).

WHFB Benton Harbor, Mich., Palladium Pub. Co.—Granted CP to mount tv antenna on top of am tower (increase height); condition (BP-8965).

WSYR-TV Syracuse, N. Y., Central New York Bcstg. Corp.—Granted CP to install emergency antenna at main transmitter site to operate on ch. 3; 60-66 mc; ERP in no event is to exceed that authorized for main trans. and ant. (BPCT-1764); completion date 5/14/54.

Modification of CP

KFUO Clayton, Mo., The Lutheran Church-

Missouri Synod—Granted mod. CP to change antenna system and for extension of completion date to 7/4/54; condition (BMP-6300).

WABT (TV) Birmingham, Ala., The Television Corp.—Granted mod. CP for extension of completion date to 10/15/53 (BMPCT-1378).

Action of September 14

Modification of CP

WRAK-FM Williamsport, Pa., WRAK Inc.—Granted mod. CP for extension of completion date to 1/12/54.

September 23 Decisions

BY COMMISION EN BANC

Modification of License

WIZZ Streator, Ill., Streator Bcstg. Co.—Granted mod. of license (BMP-6298 to make slight changes in directional antenna system.

Denied Request

WKRT Cortland, N. Y., Radio Cortland Inc.—Denied request of Aug. 17, 1953 for waiver of Sec. 3.55(b) and 3.60(a) of rules, to operate station during nighttime hours (DA) with frequency and modulation monitors located at the studio.

Renewal of License

The following stations were granted renewal of licenses for the regular period:

WITJ Ithaca, N. Y.; WUOT Knoxville, Tenn.; WABY Albany, N.Y.; WXGI Richmond, Va.; KBON Omaha, Neb.

The following stations were granted renewal of am and tv station licenses for the regular period; the auxiliary stations are granted subject to final determination of matters raised in Docket No. 10345 with respect to changes in frequency assignment:

KVOG Ogden, Utah; KWEW Hobbs, N. M.; KGAN Kingman, Ariz.; KOVE Lander, Wyo.; KCLS Flagstaff, Ariz.; WMAL-TV, Washington, D. C.; WAAM-TV Baltimore, Md.

ACTIONS ON MOTIONS

By Commissioner George E. Sterling

WMAW Menonimee, Mich., Green Bay Bcstg. Co.—Granted petition for leave to amend its application (Docket 10587; BMP-6064) for the purpose of submitting field intensity measurements.

By Hearing Examiner Thomas H. Donahue

South Jersey Bcstg. Co., Camden, N. J.; Patrick Joseph Stanton, Philadelphia, Pa.—Upon agreement of parties, hearing in proceeding for tv ch. 17 was continued from Sept. 25 to Oct. 19, 1953 (Docket 10657; BPCT-1622) (Docket 10658; BPCT-1674) (Action 9/21).

Montgomery Bcstg. Co. Inc., Alabama Television Co., Montgomery, Ala.—By order set forth points of reliance urged and procedural agreements reached by parties in this proceeding (Docket 10573; BPCT-670); (Docket 10574; BPCT-1055) in various formal and informal pretrial conferences to govern hearing procedures (Action 9/18); on examiner's own motion continued hearing from Sept. 28 to 10 a.m., Sept. 29 (Action 9/22).

Daily News Television Co., Lou Poller, Philadelphia, Pa.—Granted petition of Sept. 18, filed by Lou Poller, to accept late appearance in proceeding re his tv application (Docket 10659; BPCT-1397) and that of Daily News (Docket 7273; BPCT-119) (Action 9/21).

By Hearing Examiner Elizabeth C. Smith

Alf M. Landon, R. F. Schoonover, Topeka, Kan.—Granted petition of Alf M. Landon for advancement of hearing in this proceeding (Docket 10679; BPCT-1079) (Docket 10680; BPCT-1313) from Oct. 9 to Sept. 25, 1953.

By Hearing Examiner James D. Cunningham

Radio Wisconsin Inc., Badger Television Co., Madison, Wis.—Ordered further hearing conference in proceeding re applications of Radio Wisconsin Inc. (Docket 8959; BPCT-410) and Badger Television Co. (Docket 10641; BPCT-1472) beginning at 10 a.m., Oct. 5, in Washington, D. C.

WSAV Inc., WJIV-TV Inc., Savannah, Ga.—Hearing in this proceeding will be resumed at 10 a.m., Sept. 28, in Washington, D. C. (Docket 10517; BPCT-703) (Docket 10518; BPCT-1006).

By Hearing Examiner Herbert Sharfman

N-K Bcstg. Co., Muskegon, Mich.—Granted request for continuance of hearing in Docket 10648 to extent that hearing now scheduled for Sept. 24 is continued to Oct. 26, in Washington, D. C. (Action 9/17).

Scripps Howard Radio Inc., Knoxville, Tenn.—By memorandum opinion and order denied motion for postponement of further hearing in proceeding re its application (Docket 10512; BPCT-630 et al) for tv ch. 10 at Knoxville; denied motion for leave to amend to change studio location (Action 9/18).

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By Hearing Examiner William G. Butts

Southern Tier Radio Service Inc., Binghamton, N. Y.—By memorandum opinion and order granted petition of Sept. 11 for leave to amend its tv application in various respects (Docket 10681; BPCT-892).

By Hearing Examiner H. Gifford Irion

WOBT Rhinelander, Wis., Oneida Bcstg. Co.—Hearing in this proceeding (Docket 10097; BP-8068) was continued indefinitely; applicant states that he is preparing to file petition to dismiss said application.

By Hearing Examiner Basil P. Cooper

California Inland Bcstg. Co., KARM Fresno, Calif., The George Harm Station—Granted petition of California Inland Bcstg. Co. for leave to amend its tv application (Docket 9050; BPCT-413) to show change in stock ownership, financing staffing, program schedule and in engineering proposals; granted petition of KARM, The George Harm Station, for leave to amend its tv application (Docket 10650; BPCT-1061) to show more exact information with respect to cost and revenue figures, plan of financing, etc.

September 23 Applications

ACCEPTED FOR FILING

Modification of CP

KANI Kaneohe, Oahu, T. H., Windward Bcstg. Co. Ltd.—Mod. CP (BP-8043) as mod., which authorized new station, for extension of completion date (BMP-6316).

WATV (TV) Newark, N. J., Bremer Bcstg. Corp.—Mod. CP (BPCT-57) as mod., which authorized new station, for extension of completion date to 12/15/53 (BMPCT-1406).

Renewal of License

Following stations request renewal of license: KBLA Burbank, Calif., Bcstrs. of Burbank Inc. (BR-2724); KCRE Crescent City, Calif., Del Norte Bcstg. Co. (BR-2592); KCHJ Delano, Calif., Charles Herman Johnes (BR-2671); KIEV Glendale, Calif., Cannon System Ltd. (BR-816); KFOX Long Beach, Calif., Nichols & Warinner Inc. (BR-12); KTRB Modesto, Calif., KTRB Bcstg. Co. (BR-825); KSFE Needles, Calif., Needles Bcstg. Co. (BR-2736); KLX Oakland, Calif., Tribune Building Co. (BR-31); KCMJ Palm Springs, Calif., Palm Springs Bcstg. Co. (BR-1235); KPPC Pasadena, Calif., Pasadena Presbyterian Church (BR-34); KCRA Sacramento, Calif., KCRA Inc. (BR-1121); KSFO San Francisco, Calif., The Associated Bcstrs Inc. (BR-27); KATY San Luis Obispo, Calif., KATY, Sweetheart of San Luis Obispo Inc. (BR-1870); KVEC San Luis Obispo, Calif., The Valley Electric Co. (BR-926); KWG Stockton, Calif., McClatchy Bcstg. Co. (BR-53); KSUE Susanville, Calif. (BR-2055); KBLI Blackfoot, Idaho, Blackfoot Bcstg. Co. (BR-2672); KBUH Brigham City, Utah (BR-1893); KLUK Evanston, Wyo., Advertising Enterprises Ltd. (BR-2841).

APLICATIONS RETURNED

Renewal of License

KEYY Provo, Utah, Mid-Utah Bcstg. Co.—Renewal of license (BR-2370).

CP for Am

Christian & McClure, Columbus, Ga.—CP for new am to be operated on 1460 kc with power of 1 kw and unl. hours of operation.

UPCOMING EVENTS

Sept. 28-30: National Electronics Conference, Hotel Sherman, Chicago.

Sept. 29-Oct. 1: AIEE, Middle Eastern District Meeting, Daniel Boone Hotel, Charleston, W. Va.

Sept. 30-Oct. 2: Direct Mail Advertising Assn., convention, Hotel Statler, Detroit.

Oct. 1-8: National Newspaper Week.

Oct. 2-11: National Electronic Show of Electronic Employers Assn., Santa Monica Pier, Santa Monica, Calif.

Oct. 3: Advertising and Sales Promotion Conference, Ohio State U., Columbus.

Oct. 4-6: Dist. 10 meeting, AFA, Corpus Christi, Tex.

Oct. 5: Unveiling of Ernie Pyle memorial by Sigma Delta Chi, Indiana U., Bloomington.

Oct. 5: Advertising and selling course, sponsored by Ad Club of New York, to run through Feb. 25, 1954.

Oct. 6: Wisconsin Broadcasters Assn., convention, Plankinton Hotel, Milwaukee.

Oct. 8-9: American Council on Education, annual meeting, Hotel Statler, Washington, D. C.

Oct. 9-10: Alabama Broadcasters Assn., fall meeting, University, Ala.

Oct. 9-11: National Alliance of Television & Electronic Service Assns., convention, Morrison Hotel, Chicago.

Oct. 14: Southern Calif. Broadcasters Assn., "Whingding," Inglewood Country Club, Los Angeles.

Oct. 14-17: Audio Engineering Society, convention and audio fair, New York.

Oct. 15: Color tv demonstration by NTSC for FCC, New York.

Oct. 17: Federal Communications Bar Assn., annual outing, Lohnes estate, Vienna, Va.

Oct. 19: National Safety Council, convention, Chicago.

Oct. 26-28: Radio Television News Directors Assn., convention, Sheraton-Park Hotel, Washington, D. C.

Nov.1-7: Lutheran Radio & Television Week.

Nov. 2-6: Amer. Institute of Electrical Engineers, fall meeting, Hotel Muehleback, Kansas City, Mo.

Nov. 9-10: New Jersey Broadcasters Assn., fall meeting, Hildebrecht Hotel, Trenton.

Jan. 6, 1954: Second session of 83d Congress begins.

Jan. 19-23, 1954: NARTB Combined Boards, Cat Cay, Fla.

SPECIAL LISTING

(NARTB District Meetings)

Sept. 20-22: Dist. 14, Challenger Inn, Sun Valley, Idaho.

Sept. 23-24: Dist. 10, Roosevelt Hotel, Cedar Rapids, Iowa.

Sept. 25-26: Dist. 11, Radisson Hotel, Minneapolis.

Sept. 28-29: Dist. 9, Plankinton House, Milwaukee.

Sept. 30-Oct. 1: Dist. 8, Columbia Club, Indianapolis.

Oct. 1-3: Dist. 7, Sinton Hotel, Cincinnati.

Oct. 12-13: Dist. 12, Lake Murray Lodge, Ardmore, Okla.

Oct. 14-15: Dist. 13, Adolphus Hotel, Dallas.

Oct. 16-17: Dist. 6, Buena Vista Hotel, Biloxi, Miss.

Oct. 19-20: Dist. 5, Henry Grady Hotel, Atlanta.

Oct. 21-22: Dist. 4, Grove Park Inn, Asheville, N. C.

Oct. 23-24: Dist. 3, Bellevue-Stratford Hotel, Philadelphia.

Oct. 29-30: Dist. 2, Ten Eyck Hotel, Albany, N. Y.

Nov. 4-5: Dist. 1, Somerset Hotel, Boston.

WSYR-TV

Syracuse, N.Y.

Channel 3
100 kw

The Only Low-Band V.H.F. Station in Central New York

Headley-Reed National Representatives

NBC Affiliate

WSYR-TV

Sage Advice at Sun Valley

THE SPEECH last week of Comr. E. M. Webster to the NARTB Dist. 14 meeting was an unusually frank and unusually intelligent statement by a Federal official on matters of policy that are of paramount interest to a business community.

Mr. Webster's comments on four main subjects, the future of fm, licensed operators, color television and subscription television, are reported in detail elsewhere in this issue. It is to the last of them, subscription tv, that this editorial is addressed. No other issue currently before the Commission contains a graver question of policy.

It is to Mr. Webster's credit that he recognizes how profoundly the introduction of subscription tv would change the historic concept and practice of broadcasting in the U. S. It is equally to his credit that he insists upon hearing a full discussion of the question before he makes up his mind.

So far only the advocates of subscription tv have made any effort to get their case before the public and the government. On the surface their arguments sound attractive, yet the fact remains that advocacy alone disqualifies them from acceptance as an objective statement of the case. A more thorough analysis is needed than that which can be obtained from the promotion that has been distributed to the public and the petitions filed with the FCC.

2,000 Tv Stations—Mirage or Gold-Mine?

BY NOW it should be clear that the FCC's television allocation plan for 2,000 stations to provide "truly competitive nationwide service" is more of a mirage than a gold-mine in the sky.

The number of new applications being filed is slowing down to a trickle. There are only about 480 applications on file, but virtually all are mutually exclusive (more than one for the same facility), hence are in contest or subject to further prosecution.

There are now about 235 tv stations in operation. The total authorized exceeds 540. Many won't be built soon; others never.

To the uninformed this may sound strange, notably in the light of the bitter contests for channels in some areas. The main reason, as always, is economic. Can the particular station make a go of it? There has been enough experience since the war ended to cause prospective operators to take a second look. Tv costs are higher than in radio. A secondary market that supports an am station, or perhaps a weekly newspaper, may prove too much of a risk for tv.

In addition to the secondary market problem, there are those who do not regard it as prudent business to risk installing uhf stations in primary markets already served by an adequate number of vhf's. Quite a few hitherto energetic applicants for uhf are withdrawing.

This, of course, doesn't mean that anything approaching saturation is being reached in tv station population. There are plenty of contests ahead in major markets. And there will be plenty of new stations going into markets of 25,000 to 50,000.

Businessmen won't be stampeded into investments where the odds are against foreseeable success. Bankers won't advance the money if the outlook isn't safe.

The tv pattern does not depart radically from that experienced in radio. For practical purposes, commercial tv got under way after V-J Day in 1945. Now, eight years later, there are less than 250 tv stations in operation. In 1928—eight years after commercial am broadcasting began, there were 677 stations authorized, many sharing time. This number dwindled to as low as 590 in 1934, but then began moving upward to the present total of nearly 2,500.

In fm the story was somewhat different. The FCC "planned" the fm allocations as it was destined to do later in tv—so many channels to a given city or town. The stampede began, but fm couldn't displace am—the older aural service, and many available assignments still go begging. There are less than 600 fm stations on the air today, against the highest total of 1,020 authorized in 1948 and the allocation potential of around 3,000.

That the FCC is aware of the problem in tv is evident by its most recent actions. It is asking stations holding construction permits to state their intentions. It is seeking to eliminate some contests, by proposing to add uhf assignments in some 35 markets, which would permit immediate grants.

And, most significant, it is looking into situations involving the calibre of network service being provided all classes of stations. Can a network, under the chain-monopoly regulations, decline to provide a second station in a given market (whether uhf or vhf) programs rejected by its regularly affiliated station?

Drawn for BROADCASTING • TELECASTING by Sid Hix

"The money started rolling in when I sold my story to Dragnet."

This could become a rough issue. The regulations seem clear. If the regularly affiliated "first call" station rejects a particular program, the non-affiliated station can seek it, if the advertiser wants the market and the station.

How the FCC intends to cope with these inevitable tv allocation problems is hard to fathom. It may well be that—except for the possible applicability of the network-monopoly regulations—it can do nothing but permit interplay of free, competitive enterprise.

It's District Meeting Time

IN FULL swing during the past fortnight has been the 1953 series of NARTB district meetings. They run full tilt through November.

It's a good time to appraise the state of the broadcast nation. Never before has there been a more effective trade association operating in the interests of all broadcasters. It isn't precipitating artificial issues. It is meeting those problems that do develop with less emotion and more efficiency than ever before.

It used to be axiomatic that no administration in the trade association could survive beyond its appointed tenure. The old concept was that the interests of broadcast station owners and networks were (to use a then relatively new term) incompatible. With the onset of fm, the story was that am and fm were in conflict and had to have separate associations. Precisely the same thing happened with the advent of tv.

The status of NARTB today, with all segments living under one roof, belies that old theory. It never was so before. It may not be as harmonious at some future time. But today the media that make up broadcasting are having fewer intramural crises. It isn't necessary to run up the "freedom of radio" flag every fortnight.

This is a tribute to the NARTB's personnel, from its volunteer board of directors to its field men. It is particularly a tribute to President Harold Fellows and the men surrounding him.

Periodically, there develops an abortive move to create a rump organization. One is now under way, under the aegis of Bill Way, of KVOO Tulsa, a hard-bitten, swash-buckling radio veteran, who feels NARTB has sold out to tv, and that the trade press likewise has gone overboard on video. Mr. Way's arguments are presented elsewhere in this issue.

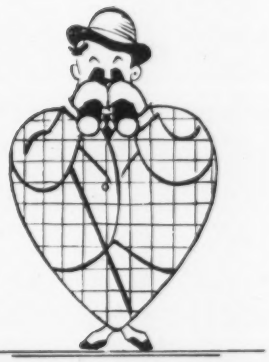
Bill Way certainly is entitled to his view. It's a free country, and we have free radio (and tv). We're disposed to go along with Ben Strouse of WWDC Washington (which has no tv), who deposes that the "least" thing broadcasters need is another trade association.

Frankly, we can't conceive of a more inopportune time to start a rump movement. If it's radio selling Mr. Way is worried about, he can look to the Broadcast Advertising Bureau, created for that precise purpose of, by and for radio broadcasters and doing a notable job of it. If it's anti-tv, then Mr. Way has but to foster the precept of non-commercial educators, or try to create an anti-television association.

We vehemently disagree with Mr. Way, but we nevertheless defend his right to say what he thinks.

XUM

LISTENING POST



or OBSERVATION POST...

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